OCTOBER 17, 1949 PRICE 35 CENTS

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

TECHNOLOGY DEPT
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TECHNOLOGY DEPARTMENT

Feather your nest on the new KCBS

These four new shows created by the *new* KCBS are setting new standards of local programming in the San Francisco Bay Area... new standards of *sales-effectiveness* in the nation's seventh-largest market. Put your sales message on any one of the four, and you'll feather your nest with four-leaf clovers. For details, check Radio Sales.

San Francisco
Columbia's Key to the Golden Gate
5,000 watts • 740 kc
Columbia Owned
Represented by Radio Sales

KCBS

IN THIS ISSUE: The CITIES SERVICE RADIO STORY

OUR 25TH ANNIVERSARY YEAR

Dinnerbell is an Important Part of My Day

▼▼▼ "DINNERBELL TIME" on WLS is America's oldest, continuous farm service program, as old as the station itself, 25 years. Each noon our editors tell listeners about farm meetings in the area, interview leaders in all branches of agriculture, report news gathered by our large staff of Prairie Farmer-WLS field editors. Almost every week finds the program originating "remote" from some rural gathering. Anything that affects the business of farming or farm living is "Dinnerbell" copy. That's why "Dinnerbell" is "must" listening in so many homes throughout Midwest America. Thousands of listeners feel as Mrs. Thomas L. Marks did when she wrote:

"To me, Dinnerbell is an important part of my day. I always feel I know you folks."

Mr. and Mrs. Marks live on an acreage five miles out of Anderson, Indiana, where Mr. Marks is service manager for Pierce Governor Company. Both were born and raised on Indiana farms, and are still intensely interested in the many WLS farm service features such as Dinnerbell, Bulletin Board, markets and weather. They are regular listeners to the WLS National Barn Dance, every day hear Dr. Holland's Morning Devotions broadcast. "Happy Hank" is a favorite with the niece and nephew who live with them: 9-year-old Ann and 8-year-old Jimmy Davis. One of the best remembered events of the Marks' lives is when they met Dr. Holland, WLS staff pastor, and the late Henry Burr, at a personal appearance in Anderson. They think so much of their friendly entertainers at WLS that they have every Family Album published—since 1929!

This family is typical of the vast WLS audience concentrated in the four states of Illinois, Indiana, Wisconsin and Michigan. They like to listen to WLS because they feel we're their friends, because we broadcast entertainment they like, information they need and want. Through 25 years of serving these needs, WLS has built up a tremendous audience loyalty and belief. That's why *WLS Gets Results.*

A Clear Channel Station

WLS CHICAGO 7 — The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, ABC AFFILIATE, REPRESENTED BY JOHN BLAIR AND COMPANY

BUSY PITTSBURGH GROWS BUSIER!

And 50,000-watt KDKA becomes even more effective in reaching this expanding market!

KDKA

PITTSBURGH
50,000 WATTS
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • WOWO • KEX • KYW • KDKA • WBZ-TV
National Representatives: Free & Peters, except for WBZ TV for WBZ-TV: NBC Spot Sales

Can't spare the time to read the small print? Then better clip this page for your files, because the information below is mighty important in any evaluation of today's markets. Adapted from a survey by Pittsburgh Industrial Development Council.

CRUCIBLE STEEL now spending $18 million on new and unique plant facilities at Midland.

PITTSBURGH STEEL now spending $12 million for new machinery at Allenport and Monessen.

ALLEGHENY LUDLUM adding to electric furnace capacity at Brackenridge, primarily for alloy steels.

AMERICAN CLADMETALS, a new firm, now in production on new type of material for cooking utensils.

CONTINENTAL CAN constructing 700,000-square-foot plant near Irwin, close to chief sources of tin plate supply.

SUPERIOR STEEL now operating new 20" continuous hot strip mill.

JONES & LAUGHLIN engaged in largest expansion program in company's history. Total cost will exceed $210 million.

FISHER BODY plans early occupation of two new body plants in Pittsburgh area.

WESTINGHOUSE engaged in $29 million expansion of plant facilities at East Pittsburgh.

KELSEY-HAYES WHEEL CO. now operating newly acquired plant at McKeesport.

PENNSYLVANIA RAILROAD spending $22 million on new warehouse facilities and extensive station improvements in Pittsburgh.

NATIONAL BISCUIT spending $5 million on new plant capacity at East Liberty.

ALUMINUM COMPANY planning construction of $10 million headquarters building in downtown Pittsburgh.

HEINZ plans $15 million plant expansion at North Side.

KOPPERS has purchased plant at Kobuta for production of chemicals used in plastics.

GREATER PITTSBURGH AIRPORT, nearing completion, will be nation's second largest.

WESTERN ELECTRIC plans new 120,000-square-foot Pittsburgh plant.

PITTSBURGH STEEL FOUNDRY operating new plant at Glassport.

PITTSBURGH PLATE GLASS now operating new specialty plant at Creighton.

EFFECTIVE BUYING INCOME of KDKA's 194 BMB nighttime counties now taps $11.5 billion... highest ever!

2,740,900 FAMILIES now live in KDKA's BMB nighttime area.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

REORGANIZATION of NBC under newly-elected President Joseph H. McConnell may not come as swiftly as some observers believe. It's doubted whether new president will move fast except for functional realignment already underway. Personnel realignment may not come for several weeks—perhaps months—according to those who have worked closely with new president at RCA.

WISEST wisecrack heard around NBC is ascribed to F. M. (Scoop) Russell, NBC Washington vice president. He lays claim to being only v.p. who has served five administrations (he started with network in 1929 under Aylesworth).

EDGAR L. BILL, radio old-timer, is withdrawing from station with which his name has been synonymous for 18 years—WMBD Peoria, Ill. Arrangements currently being made to sell his 49% interest to present majority stockholders, owners of *Peoria Journal Transcript*. Executive Vice President Charles Caley will acquire 25%. Mr. Bill, who organized WLS Chicago for Sears-Roebuck Agricultural Foundation in 1924 and acquired WMBD in 1931,

(Continued on page 82)

Upcoming

Oct. 17-18: NAB Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 19-21: Assn. of Canadian Advertisers convention, Royal York Hotel, Toronto.
Oct. 20: AWB Dist. 9, Sherman Hotel, Chicago.
Oct. 26-27: NAB Dist. 3, Skytop Lodge, Skytop, Pa.

(Other Upcomings on page 62)

Bulletins

EXECUTIVE pay bill cleared Congress Friday for President's signature. FCC and other agency Commissioners to receive $15,000 annual salary. Legislation (HR 1689) marks first pay raise for FCC members since 1927 when original Federal Radio Commission was organized (see story page 38; editorial page 44).

NEGOTIATIONS for per program licenses covering use of ASCAP music on television now scheduled to begin tomorrow (Oct. 18) in New York between ASCAP and special subcommittee of NAB TV Music Committee headed by Dwight W. Martin, WLWT (TV) Cincinnati. ASCAP has offered TV stations another extension of present overall licenses, running through Oct. 31.

Business Briefly

DuMONT DUO ● A. S. Beck Shoes and Ame tex fabrics, New York, to sponsor *And Ever thing Nice* on DuMont TV Network, Mon., 9:30 p.m. R. H. Macy and *Advance Patter* to promote show. Agency, Dorland Inc., N.

GRIFFIN SPOTS ● Griffin All-Whit through Bermingham, Castleman & Pierc New York, preparing annual radio spot sche ule in Florida to start in November, 13 week

KEEP BAB WITHIN NAB, DISTRICT 5 URGES

MOVEMENT to keep Broadcast Advertisi Bureau within NAB fold instead of making separate subsidiary endorsed by NAB Distri 5 in closing Thursday-Friday session at Jac sonville, Fla. (early story page 29).

District adopted resolution to this effect a endorsed work of BAB Director Maurice Mitchell; proposed continuance of industr agency for audience measurement; praise Dr. Kenneth H. Baker, BMB head; urge "personalized" NAB membership drive; o posed royalty payments for use of recording transcriptions or TV film; commended NA President Justin Miller and Richard Doherty, employe-employer relations director

NBC Buys KMPC; New Group Seeks WHAS

TWO MAJOR 50,000 w station transactions —running into several millions—were in negotiation last weekend:

KMPC, 50,000 w Los Angeles outlet of G. A. Richards group, will transfer to NBC ownership subject to customary FCC approval, at reported price of $1,250,000.

WHAS Louisville, 50,000 w 1-A clear channel outlet on CBS, would be acquired by syndicate comprising H. Leslie Atlass, CBS Central Division vice president; P. K. Wrigley, chewing gum magnate and part owner of WIND Chicago; and Gene Autry, cowboy impressario and broadcaster, on basis of proposed offer equaling that of Crosley Broadcasting Corp. (Avco) rejected fortnight ago by FCC largely because of *Louisville Times-Courier Journal* station's overlap with WLW Cincinnati.

KMPC transaction culminated several years of negotiation by NBC with Richards group to obtain its own station in key Los Angeles market. Niles Trammell, NBC board chairman just elevated from presidency, personally had handled negotiations and is understood to have shaken hands on terms last week. Transfer papers in preparation.

Mr. Richards has indicated willingness to dispose of L. A. station and possibly of his holdings in WGAR Cleveland because of his health. WJR, Detroit clear channel outlet, believed not for sale.

WHAS transaction, if firm offer is made following preliminary conversations, presumably would entail price of $1,900,000 plus $80,000 per year for ten years for lease of studios and facilities in new *Louisville Times-Courier Journal* building as well as possibly $50,000 in expense incurred for WHAS-TV, now under construction. This would in effect duplicate Avco-Crosley deal, which was rejected because of what FCC felt would be overlap approaching duopoly in WLW and WHAS coverage.

At time FCC rejected Avco bid, it was indicated Louisville newspaper interests would be disposed to sell on basis of responsible offer from entity interested in maintaining high caliber of WHAS operation.

Atlass-Wrigley-Autry syndicate initiated negotiations through Smith Davis, head of newspaper-radio investment firm, but Friday it was said no firm offer had been made. Crosley transaction contemplated maintenance of present operation standards of WHAS including top personnel, and it was believed syndicate offer would be on same broad basis.

KMPC would replace 50,000 w clear channel KFI, NBC's outlet for score of years. It's presumed KFI would go independent since other networks have owned-and-operated Los Angeles keys.

NBC owns and operates its own TV outlet (KNBH) in Hollywood while KFI-TV has operated more of less independently. It was reported Earle C. Anthony, KFI owner, wa in New York last week to talk on possible T network affiliations. CBS holds 49% interes in KTTV (TV) Hollywood, with control hel by *Los Angeles Times*. ABC has KECA-TV

Mr. Atlass, one of radio's best-known figure and former co-owner of WBBM Chicago, ha been top CBS executive in Central Divisio area since network's formation in 1927. Mr Wrigley, who with Leslie Atlass owns contro of WIND Chicago, long has been interested in radio both as advertiser and broadcaster Mr. Autry, who controls KOOL Phoenix and holds interest in KOPO Tucson, is star o Wrigley-sponsored CBS program and has been closely identified with Messrs. Wrigley and Atlass in various enterprises. Mr. Autry also owns 50% of KOWL Santa Monica, Calif., but has contracted to sell this interest to his partner, Arthur H. Croghan, for $80,000.

One report was that the three partners would acquire 40% of station in equal shares and that 60% would be sold at public stock issue largely to Louisville and Kentucky residents.

KMPC transaction evokes more than cursory interest because of status of Richards stations, now under FCC hearing order on license renewals. Hearings have been set down in conjunction with Mr. Richards' proposal to transfer control of all three stations to three

(Continued on page 82)

XUM

The Curtain Goes Up—

Features

- ★ Arthur Godfrey
- ★ This is Show Business
- ★ Fred Waring
- ★ Silver Theatre
- ★ Candid Camera
- ★ Studio One
- ★ Inside USA
- ★ The Bigelow Show
- ★ Ed Wynn Show
- ★ Football
- ★ Wrestling
- ★ News

for the Dallas-Ft. Worth
VIDEO AUDIENCE
Exclusive CBS Outlet

Soon!

13,500 T-V Receiving Sets in the Great Dallas-Fort Worth Area NOW!

FORT WORTH

DALLAS

AM-FM **KRLD TV**

CBS—CHANNEL 4

The TIMES HERALD *Station*

THE BRANHAM CO., Exclusive Representatives

WIP Produces!

Example #18

". . . we attribute our 13.6 percent increase over and above sales quota solely to radio." So writes Automatic Heat, Inc., selling Timken Oil Burners, who originally bought John Facenda's "Night Extra" news program 3 nights weekly . . . then renewed and added two nights a week and a 15-minute pre-football period every Fall Saturday!

What do YOU have to sell?

WIP
Philadelphia
Basic Mutual

•

Represented Nationally by

EDWARD PETRY & CO.

BROADCASTING
TELECASTING

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First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; TV Set Count by Cities; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Audrey Boyd, Kathryn Ann Jones, Pat Kowalczyk, Estelle Markowitz, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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MAURY LONG, *Business Manager*

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CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Grace Motta, Chapalier Hodgson.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28. HEmpstead 8181

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

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• Reg. U. S. Patent Office

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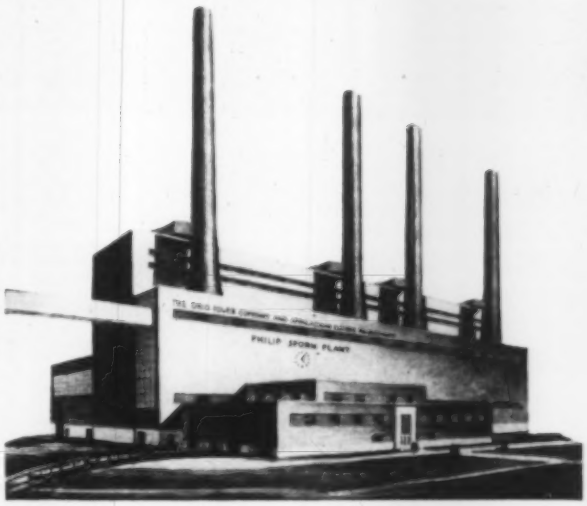
XUM

BIG THINGS HAPPEN IN THE WWVA AREA



Power...

FROM THE WORLD'S LARGEST STEAM POWER PLANT

● In October the first unit of this electric power generating giant will go into service at Graham's Station, W. Va., on the Ohio River near Pomeroy, Ohio. The world's largest steam generating plant . . . will produce enough electrical current every hour to supply more than one million people . . . will consume 4,800 tons of coal daily in its four ten-story high boilers. Operated as part of the American Gas and Electric Company system.

WWVA Has the Power to Serve and Sell the Industrial Heart of the Nation

WWVA is a powerful station in a powerful market. Its 50,000-watt voice delivers friendly local programs plus top-flight CBS shows into more than two million radio homes . . . covering eight and one-half million people . . . in the rich industrial and mining heart of the nation: Eastern Ohio, Western Pennsylvania, Virginia and West Virginia.

Twenty-three years of service to this vast market has built up a loyal WWVA audience . . . has made WWVA the top medium of the area for alert advertisers. WWVA can stimulate sales for *your* products, too, at a surprisingly low cost. An Edward Petry Man can show you how and why: For good business, it's good business to buy WWVA.

A FORT INDUSTRY STATION

WWVA

50,000 WATTS · · CBS · · WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City

Watch the New WDSU

No Other New Orleans Station Offers As Many Varied Attractions Especially Packaged for Sponsors

RADIO

"Crescent Matinee"

Baritone discovery, Jack Dabdoub, delivers popular and classical songs backed by Johnny Reininger's Orchestra.

(Segment Participation Available)

VIDEO

"Tulane Football"

One of the nation's top teams provides thrills and highlights of its weekly gridiron clashes.

(Sorry—already sponsored by D. H. Holmes Co., Ltd.)

See your JOHN BLAIR Man!

5000 WATTS • ABC •

AM - TV - FM WDSU NEW ORLEANS

EDGAR B. STERN, JR. President

ROBERT D. SWEZEY Executive Vice-President

LOUIS READ Commercial Manager

New Business

T. H. CLARKE & BEMPORAD Co., New York, (American Lady Rugs), a... points Wilson, Haight & Welch Inc., New York, to handle its advertisi...

D'ARRIGO BROTHERS Co., Boston (fresh and frozen foods), begins exte... sive radio and TV promotion program in nationwide markets. Agency: Jam... Thomas Chirurg Co., Boston.

WM. WRIGLEY of Canada Ltd., Toronto (spearmint gum), starts thri... weekly 13-week test campaign for transcribed Ziv program *Cisco Kid* ... CKEY Toronto. Agency: J. Walter Thompson Co. Ltd., Toronto.

O'CEDAR Corp., Chicago, extending TV spot schedule for new mop to WT... TV Milwaukee, with further expansion planned. Agency: Young & Rubica... Chicago.

CANADIAN BAKERIES Ltd., Vancouver (bread), starts four spot announ... ments daily on 17 western Canadian stations. Agency: James Lovick & ... Vancouver.

INTERSTATE BAKERIES Corp., Kansas City, Mo., is using 431 spots ... seven AM stations and 286 animated announcements on five television s... tions in southern California to promote its new white bread, Log Ca... Bread. This is corporation's first use of TV. Agency: Dan B. Miner ... Los Angeles.

DOUGHBOY INDUSTRIES Inc., New Richmond, Wis., appoints Monroe Gre... thal Co., New York, to direct advertising of Doughboy Vinylite Plastic T... Flour and Feed and Farm Equipment divisions.

PETER FOX BREWING Co., Chicago, sponsors *Armchair Detective* on WBK... (TV) Chicago, by teletranscription. Show is live on KTLA (TV) Los Angel... Telecast 8-8:30 p.m. CST, Sat. Show will continue for 52 weeks. Stati... account man: **JAMES F. BROWN.**

Network Accounts • • •

REVERE CAMERA Co., Chicago, to sponsor ABC broadcasts of *A Date Wi... Judy* starting Nov. 10, 8:30-9 p.m. for 52 weeks [CLOSED CIRCUIT, Oct. 1... Contract placed through Roche, Williams & Cleary, Chicago. Show premier... sustaining on ABC, Thursday, Oct. 13. Revere to continue sponsoring *Name t... Movie* Thursday 9:30-9:55 p.m. until Nov. 10.

AS GUEST of honor at a reception given by the *Philadelphia Bulletin*, Donald Thornburgh (second right), newly-elected president of WCAU Inc., was formally introduced to the city's business, educational and political officials. The reception, held at the Midday Club, was attended by 400 civic and industrial leaders. On the receiving line are (l to r): Richard W. Slocum, general manager and secretary of the *Bulletin*; William S. Paley, chairman of the board of CBS; Robert McLean, president of the *Bulletin*; Mr. Thornburgh, and William L. McLean Jr., *Bulletin* vice president and treasurer.

It's impossible

You can't cover California's **Bonanza Beeline** without on-the-spot radio

Catch the Beeline audience and you've really caught something: more buying power than San Francisco and Portland combined . . . higher retail sales than the whole State of Connecticut.†

But remember where these prosperous people live — *in inland California and western Nevada.* And the radio stations they listen to most are their own on-the-spot stations.

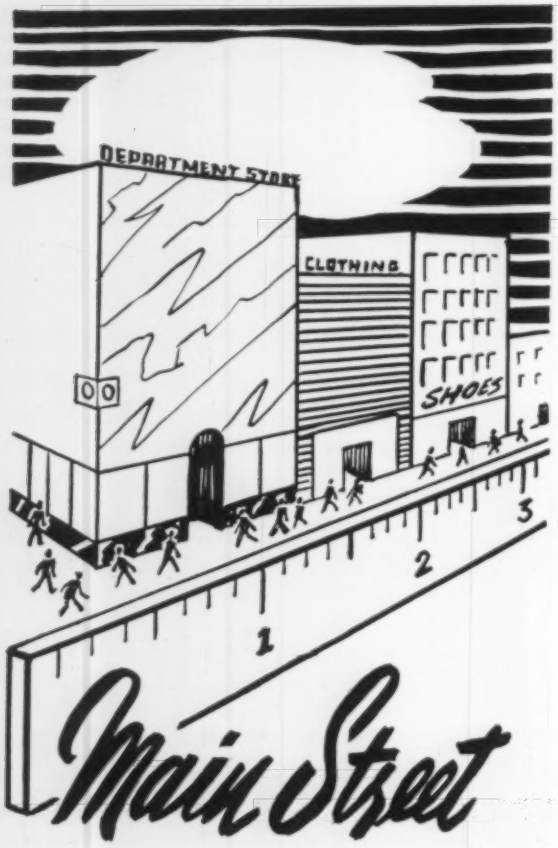
Each of the five BEELINE stations is located right in a major Beeline shopping center. Use all five stations for solid Beeline coverage, the kind of coverage you get, for example, from KERN Bakersfield: a 30% greater share of the evening radio audience than the next best Bakersfield station.

†Sales Management's 1949 Copyrighted Survey

Mc CLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.



Main Street

IS YOUR BEST YARDSTICK . . .

Trust the local retailer to pick advertising that pays! He knows, because Wednesday's sales measure Tuesday's advertising.

In Peoria, best proof of performance is the many leading retailers who have kept their cash registers jingling via WMBD for 10, 15 and 19 consecutive years.

Typical is P. A. Bergner & Co., major Department store, now well into its 17th year of program sponsorship exclusively on WMBD in Peoria.

Canny buyers will find it profitable to take a tip from "Main Street" and "buy" WMBD.

WMBD dominates Peoriarea

WMBD
PEORIA, ILLINOIS
AM FM
CBS AFFILIATE
AM 5,000 watts FM 20,000 watts

See Free & Peters

Agencies

RUPERT THOMAS, former vice president at G. M. Basford Co., and m recently vice president of Walter Weir Inc., both New York, appoint chairman of plans board at Hazard Adv. Co., New York.

WILLIAM PITNEY named to executive staff at Earle Ludgin & Co., Chica He is former account executive at Leo Burnett Agency and general sales m ager of Trimz, division of United Wallpaper, both Chicago.

ROBERT W. GARRISON, formerly with Ross Roy Inc., Detroit, and TO BLOCK, formerly with Federal Adv. Agency, New York, as account execut join copy staff of Kenyon & Eckhardt. Mr. Garrison will work in Detroit of while Miss Block will be in New York office.

C. MANFORD GROVE, art director of W. B. Geissinger & Co., Los Ange since agency's inception three years ago, elected to board of directors a made vice president of agency. Prior to joining Geissinger Co., he was a director with BBDO, Los Angeles.

FRANK A. WOODS joins copy staff of Brooke, Smith, French & Dorran Detroit.

ALF LEWIS, formerly of CHML Hamilton, and Exclusive Radio Featur Toronto, joins Aikin-McCracken Ltd., Toronto, as radio and TV direc He comes from Atherton & Currier Inc., Toronto, where he was radio direc

JIMMY FRITZ, formerly president of Fritz, Carlson & Cash, Los Ange joins Ted H. Factor Agency, same city, as vice president.

F. CLIFFORD ESTEY, joins account executive staff of Casler, Hempstead Hanford, Chicago, after working as vice president of W. W. Garrison & C same city. He worked previously at Reincke, Meyer & Finn, Geyer Co. a American Zinc Products, division of duPont.

MARY MORRISS, formerly in television department of J. Walter Thomps Co., Hollywood, joins Biow Co., that city, as agency contact on NBC *This Your Life* and Don Lee *Red Ryder* programs.

RAYMOND J. LEICHT, formerly with advertising staff of *Pelham* (N. Y.) *Sun* and before that with Fuller & Smith & Ross Inc. as copywriter and accou contact man, joins copy department of Geyer, Newell & Ganger, New Yor

ALFRED E. SMITH, formerly with Charles R. Stuart Adv., San Francis joins Harrington, Whitney & Hurst, same city, as account executive a marketing and research director.

KEN DERBY, formerly assistant supervisor of night operations at NBC, joi Fletcher D. Richards Inc., New York, as radio-TV copywriter. **FRANK E CANKAR,** formerly in sales, sales promotion and advertising for Internation Register Co., Chicago, joins agency as account executive for Foremost Dairie Jacksonville, Fla., account.

WALTER CASH, formerly vice president of Fritz, Carlson & Cash, Lo Angeles, joins Foote, Cone & Belding, same city, as account executive.

ROBERT CAREY, public relations director of Bozell & Jacobs, Chicag elected director and treasurer of Public Relations Society of America.

BRIAN DEVLIN appointed manager of Montreal office of Erwin, Wasey o Canada Ltd., Toronto.

AGENCIES elected to membership in American Assoc. of Advertising Agencies recently include: **MOGGE-PRIVETT Inc.,** Los Angeles; **LEWIS Adv.,** Newark N. J.; **HIXSON & JORGENSEN Inc.,** Los Angeles, and **OHIO ADV. AGENCY Inc.,** Cleveland.

McCANN-ERICKSON Inc., New York, changes telephone number to Judson 6-3400 effective today (Oct. 17).

New Addresses: FRANKLIN BRUCK Adv. Corp., Los Angeles, announces re moval of West Coast office to Taft Bldg., Hollywood & Vine Sts. **TED BATES & Co.,** Hollywood moves to new offices in Taft Bldg., 1680 N. Vine St.

Business is always better in Washington, D.C.

Fact: Washington ranks 11th in population among metropolitan areas, but moves up to 9th place in retail sales. Why? Consumers consume more in Washington. And WTOP reaches 25% more of those eager consumers than any other station.

WTOP
THE WASHINGTON POST–CBS STATION

WASHINGTON'S ONLY 50,000 WATT STATION • REPRESENTED BY RADIO SALES AM • FM

Needs Extra Addenda

EDITOR, BROADCASTING:

I would appreciate it very much if you would send me another copy of the 1949 BROADCASTING MARKETBOOK *addenda sheet.* As we have two copies of the MARKETBOOK, we should like the corrections to appear in both.

Nathalie D. Frank
Librarian
Geyer, Newell & Ganger
New York

* * *

Cites Lund Piece

EDITOR, BROADCASTING:

We read with interest the article entitled "What Agencies Want" by Art Lund in the Sept. 26th issue. . . .

Jim Bridges
Radio-TV Div.
Hugo Wagenseil & Assoc.
Dayton, Ohio

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

More on 'Series Time'

You have a most interesting article commencing on page 23 Oct. 3 entitled, "It's Series Time." The article goes on on page 81 to make reference to a successful stunt originated by MBS-affiliated-WCSC at Charleston in 1947.

From then on the article deals strictly with events as they happened, but I think there are two things that should be pointed out. First, the stunt was performed by WCSC probably in 1940 or 1941, when we were as now, affiliated with CBS. I have the warmest regard for Frank White and would enjoy an association with him, but we have not had an association with Mutual except for some special event like the World Series.

Incidentally, two things stand out in my mind about this Jackass episode. The first is a personal experience when our janitor, after parading said Jackass at a football game, tied him to a fence and the owner failed to show up after the ball game. I then had the most unusual experience of leading a Jackass, in this case neither an employe or myself but an anima out of the side window of an auto mobile down the main street o Charleston with my wife drivin she having a mild case of hysteri and I frequently suffering fro what seemed like a broken arm because my much amused spous and the reluctant donkey coul never agree on a mutual speed.

The other thing that stands ou in my mind is that Tom Mean who was then doing some part-tim promotion for us, likewise nearl died laughing and some eight o nine years later, sits in a respon sible position at CBS, which prove two things: first that a basicall funny stunt can be used over an over again. And next, that one o the great pleasures in broadcastin is to supply the beginning oppor tunity for capable people who ca go on to greater responsibilities.

John M. Rivers,
President WCSC
Charleston, S. C.

* * *

Re: NARBA Snarl

EDITOR, BROADCASTING:

In your Oct. 3 editorial NARB Snarl (Mex.), you write: "Th very essence of NARBA, since th first treaty was drawn in 1927, ha been that facilities are allocated t serve the nationals of each signa tory country, and not those acros the borders."

Would you please define th status of Canada's CKLW as a Detroit outlet under this essence o the NARBA?

Jose Maria Gonzales
Owner and Manager
XEO Matamoros, Mex.

[Editor's Note: If the shoe fits, whether it's Canada or Mexico, wear it. It's true that CKLW serves the Detroit area. It is also true that five stations in Detroit serve Canada's populous Windsor area.]

* * *

Likes 'Buyers Market'

EDITOR, BROADCASTING:

In getting out the "Buyers' Market Can Mean Business for Broadcasting" booklet, you have provided people in radio with a very handy means of most useful information, and especially is that true of today.

May we compliment you on your generosity and good judgment.

Lambert B. Beeuwkes,
General Manager,
WDAS Philadelphia

* * *

Cites CKEY's Coverage

EDITOR, BROADCASTING:

. . . writing . . . in the interest of giving credit . . . in connection with radio coverage of the *Noronic* disaster. . . .

. . . CKEY (Toronto) did an outstanding job, one of the finest I've seen in some 25 years in newspapers and broadcasting.

We in Buffalo know CKEY's coverage was excellent because CKEY staffers were more than generous in responding to WEBR's call for help. CKEY staffers, using our telephone recorder connector, pro-

(Continued on page 19)

Here's the Idea - - - -
Sell both young and old
with
Jimmy Young's
"YOUNG IDEA SHOW"
11 a.m. to 12 noon daily
(Music and Topical Conversation)
Available— Quarter Hour Segment
11:30 to 11:45 a.m.
30.9 Share of Audience
July-August HOOPER Audience Index
WHHM
Independent—but not Aloof
MEMPHIS, TENNESSEE
● Patt McDonald, manager
AIMS ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
INDEPENDENT METROPOLITAN SALES, representatives

How Popular Can You Get?

The campus hero has nothing on WCAO these days. Smart advertisers take a gander at the super-colossal CBS programming job this Fall —and rightly figure that WCAO is a better buy than ever in the Baltimore market. ☆ Ask your Raymer representative about availabilities on some of these popular WCAO local favorites—"MUSICAL CLOCK"—"HOLD EVERYTHING"—"YOUR FRIENDLY NEIGHBOR"—"AFTERNOON CAROUSEL"—"THE HAL VICTOR SHOW"—"SATURDAY NIGHT FROLIC"—and many others. It's a *bonus* audience—backed up by constant WCAO local promotion and showmanship.

. . . and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

for profitable selling—
INVESTIGATE

WDEL
WDEL-TV
WILMINGTON
DEL.

WKBO
HARRISBURG
PENNA.

WORK
YORK
PENNA.

WRAW
READING
PENNA.

WEST
EASTON
PENNA.

WGAL
WGAL-TV
LANCASTER
PENNA.

NBC AFFILIATES

Represented by
ROBERT MEEKER
ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

STEINMAN STATIONS

Feature of the Week

MAN'S DIGNITY was tickled in the ribs a bit, but a sure-fire promotion scheme to increase polio emergency fund coffers in the Greensboro, N. C., area counted votes and pennies to total of more than $15,000 in WBIG's campaign to select the "Prettiest Man." Capacity for hard work and love for fun-making gave Bob Jones, WBIG morning man and contest supervisor, full sway for originality.

While similar male beauty contests had been held before, this year the balloting had a price tag of one penny a vote to the Guilford County Chapter polio fund. Deadline for the three-week drive was set at midnight Oct. 1. Eighty candidates were entered. WBIG's offices and studios were swamped with young and old contributing pennies, nickels, dimes, quarters and others even made use of checkbooks. The more money contrib-

(Continued on page 19)

Mr. Jones (l) reads returns to Aileen Gilmore, WBIG official vote tabulator, and Edward Loewenstein, polio fund official.

Elected "Prettiest Man"

On All Accounts

WHEN any of the three advertisers serviced by the Hollywood office of Cecil & Presbrey casually visit the West Coast manager of the office, Riley Jackson, they have reason to be pleased.

Atop Mr. Jackson's desk they find a carton of Philip Morris cigarettes; on his wrist a Speidel watch band, and on a shelf a tube of Amm-i-dent toothpaste. Nor are these products just on display for such occasions. They are rather an indication of his belief in the products he is advertising. That, Riley feels, is prerequisite to honest advertising. One must believe in what one is attempting to sell, in order to convince others, he contends.

Riley's official duties towards these clients are to supervise their shows: MBS *Queen for a Day* for Philip Morris (co-sponsor with Alka-Seltzer); CBS *Burns and Allen Show* for Amm-i-dent; and CBS-TV *Ed Wynn Show* for Speidel. The last-mentioned show which debuted Sept. 22 amidst klieg lights and formal dress in CBS Hollywood studios is one of the first major commercial television shows to originate on the West Coast and be kinescoped for Eastern showing.

RILEY

Queen for a Day reins will be removed from the able hands of Riley Jackson this week (Oct. 21) when the cigarette firm transfers its two-year sponsorship to two programs which will emanate from New York —*Ladies Be Seated* and *One Man's Opinion*, both on full ABC network.

Riley's entrance to radio came in 1935 when he deserted his business education at Illinois Wesleyan U., Bloomington, Ill., after two years to become an announcer with local station WJBC.

Here, Riley recalls, he had the opportunity to "learn radio the hard way." In addition to announcing, he wrote (and typed) copy, sold time and turned records. Before long he was promoted to program manager.

In 1937 he transferred that title to WIND Chicago. One of his chores at that station was to be disc m.c. for an all-night record show *Night Watch*. Here one of his duties was to play "I Love You Truly" every morning at three for the listening ears of his fiancee, who would set her alarm daily for the occasion. This went on until the station objected on the grounds that the song was being plugged.

On another occasion, when Riley playfully answered a request (from

(Continued on page 20)

A BIG PLUS FROM
WIBG
SPONSOR PROMOTION!

CAR CARDS

Car Cards . . . Big eye-catching posters publicizing WIBG programs—with sponsor credit—appear regularly throughout the year on street cars covering the city.

BILLBOARDS

Billboards . . . Over the entire area of the Philadelphia Market, hard-hitting, colorful 24-Sheet Posters promote WIBG features.

DIRECT MAIL

Direct Mail . . . Attractive, well-designed broadsides go out regularly to selected dealer lists, spotlighting a specific sponsor's campaign and urging aggressive store cooperation.

ON WIBG YOUR CLIENTS GET A BIG BONUS OF VIGOROUS SPONSOR-PROMOTION!

WIBG AM FM
DIAL 990
10,000 WATTS
PHILADELPHIA'S MOST POWERFUL INDEPENDENT
REPRESENTED BY
ADAM J. YOUNG INC.

"The NEW Lang-Worth Transcription"

Majesty in Miniature

Brilliant clear as the sun-drenched mountain top . . . Quiet as the bottomless lake, cradled in the foothills . . . This is Perfection—at its peak

...Acme in Sound Reproduction

LANG-WORTH

FEATURE PROGRAMS, Inc.

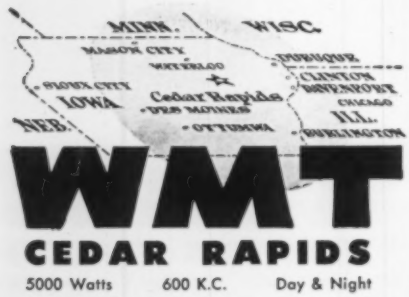
113 WEST 57th STREET, NEW YORK 19, N. Y.

WMT has its finger on Dike (IOWA)

. . . and all the other 1058 communities within WMT's 2.5 mv line. It's a strong finger, carried on Iowa's best frequency, 600 kc. It's a finger that beckons listeners with exclusive CBS network shows, an informative finger kept on the pulse of the news via AP, UP, INS, and local correspondents throughout the state.

It's a finger that points the way to sales in Eastern Iowa, where agricultural income increased 33% last year and industrial income keeps up its steady growth.

Ask the Katz man to show you how a plug on WMT is better than a hole in your Eastern Iowa market.



WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

. . . In the Public Interest

Fire Prevention

IN an all-out effort to cooperate with Washington's Fire Dept. during Fire Prevention Week, WWDC Washington worked out the following arrangement: Fire alarm headquarters telephoned the station's news room whenever a fire company was called out to answer an alarm; station then gave an immediate spot broadcast, relaying the report to the radio audience. Each announcement was preceded with the sound of a fire siren and ended with a tag-line pointing up Fire Prevention Week.

* * *

Caravan for Hero

HEROIC rescue of two children from a rocky "jetty" by life guard Gene Beck resulted in his being paralyzed from his shoulders down for life. WMID Atlantic City, N. J., promptly organized the "Gene Beck Caravan" in order to raise money for a fund for the young man. Entire staff of the station worked on the 17-hour caravan which netted $2,500 in pledges.

* * *

News for Deaf

NOT only does KPRS Olathe, Kan., keep a night light on the AP ticker in its front window so that students at the Kansas School for the Deaf may keep up with the news but General Manager Tex Witherspoon also sends all unused wire copy to the school so that large groups of students may be "read" the days news by sign language. Mr. Witherspoon claims the 240 deaf students are the "biggest boosters of KPRS in the county."

* * *

Wins Award

PRACTICALLY single-handed, Henry Hickman, disc jockey for WFBR Baltimore, won the station Al Jolson Activity bronze plaque for the Polio Emergency Drive in Maryland. Mr. Hickman made daily appeals over his *Club 1300* show, airing the alarming facts about polio. Special additional effort was involved in tape recorded interviews of victims in iron lungs at the opening of the Emergency Drive.

* * *

FM Results

GENEROSITY of the FM audience was proved recently when WLAG-FM LaGrange, Ga., made an appeal during a baseball broadcast. Money was needed for an urgent "blue baby" operation for an 18-months old LaGrange boy. By the next day, $450 had been pledged.

* * *

To the Rescue

WHEN a plane was lost in darkness above an airport near Pittsfield, Mass., WBRK Pittsfield came to the rescue. Police called the station to say that the airport's lights had been put out of commission by a severe rain storm. Immediately the station asked cruising motorists to drive to the airport and use their lights to illuminate the runway. Fifteen minutes later cars were lined up beside the airfield making it as bright as day, station reports. Over 300 automobiles had to be turned away. The plane was able to get its bearings and land safely.

FUND RAISERS

Radio Helps Polio Fight

FUND raising by promotion know-how to lift sagging emergency polio campaigns in hom areas was prevalent among st tions in various parts of the cou try in recent weeks. Among r ports to BROADCASTING last wee were these:

WMBO Auburn, N. Y., held a auction sale over the air, prize being an 825-pound prime bee steer and other animals. Co ceived by General Manager Frede ick L. Keesee, the mayor, presider of the city bank and other civ leaders, emceed a disc jockey sho asking listeners for pledges. Fina tabulation showed about $10,00 for the fund.

The four AM stations in Por land, Me., WCSH, WGAN, WPO and WMTW, joined forces an gave its area's emergency fund a shot in the arm to the tune o more than $4,000 in one evening effort. The stations took turns i continuous programming from 6:3 p.m. to 2 a.m., each broadcasting a segment. Telephone pledges were taken and special programs aired. As each segment of the *Polio Parade* neared conclusion the broadcasting station called attention to its "good neighbor" station which next carried the ball in the fund-raising drive.

A total of $12,746.17 was solicited by WHAS Louisville which turned over the station's facilities for 24 hours to recruit funds for a fund campaign that fell short in the area. Campaign began at 5 a.m., sign-on time on Sept. 24 and ended at 5:45 p.m. the following day. Featured were documentaries, personal appeals by polio victims, an all-night live talent program and other shows. On "Polio Dollar Day" listeners were urged to send in dollar pledges, and names of the senders were read over the air.

Entire operation of WNOR Norfolk, Va., for one day was dedicated to raising funds for the Polio Emergency Drive. Ted Harding, station's morning disc jockey, spent the day appealing for money, interrupting all programs for reports on funds raised, and interviewing former polio patients, Navy admirals, civic figures and representatives of the drive. At the end of the day's activities, over $3,000 had been pledged.

Whether you sell... **A**rchitects' **B**uildings . . . **C**aloric **D**inners **E**ffecting **F**avorable **G**astronomical **H**appiness . . . **I**ntricate **J**ade **K**nick-**K**nacks . . . **L**ovely **M**aidens' **N**egligees **O**r **P**ajamas . . . **Q**uality **R**etail **S**taples . . . **T**apestry **U**pholstery . . . **V**eneered **W**ooden **X**ylophones . . . **Y**achts . . . **Z**ippers . . . Better Buy Radio . . . Better Buy WGN!

Yes, from A to Z, **WGN** can do a selling job for you. And currently WGN has a fabulous array of new shows available that are the most potentially potent, high-rated sales makers WGN has ever offered to sponsors. Here's your opportunity to sponsor great name programs featuring star studded casts . . . at a cost designed to fit any pocketbook. Just look at this list of programs and the amazing galaxy of stars—THERE'S A SHOW HERE TO FIT YOUR NEEDS!

M-G-M THEATER

A weekly, hour-long dramatic program featuring great screen plays with TOP Metro-Goldwyn-Mayer stars . . . including Marlene Dietrich, John Garfield, Brian Aherne, Van Heflin, Margaret O'Brien. Here's a show comparable to the best, at considerably less cost.

THE *Adventures* OF DR. KILDARE!

Now, this unforgettable show comes to the air, with the popular stars that listeners remember . . . LEW AYRES and LIONEL BARRYMORE. Here's a half hour once-a-week show of thrilling, wonderful listening.

AT HOME WITH *Lionel Barrymore*

Three fascinating quarter hour visits per week with one of the most colorful, beloved stars of stage, screen and radio. A sparkling addition to your radio sales staff.

MAISIE

A half hour each week of hilarious adventure starring the one and only ANN SOTHERN in her original role. A sure fire winner in any radio schedule.

CRIME DOES NOT PAY

Thirty minutes, once a week, of tense, terrific entertainment. Screen Academy Award Winner, now on radio with a top cast, headed by a well-known Hollywood player each week. A sure favorite with listeners.

JUDGE HARDY'S FAMILY

Once-a-week, 30 fun-filled minutes with America's funniest family . . . featuring the stars who made the Hardy Family so famous: MICKEY ROONEY, LEWIS STONE and FAY HOLDEN. You can't miss the family audience with this great feature.

Don't Delay... make your Best Buy today with WGN!

WGN reaches more homes each week than any other Chicago station. — 1949 Nielsen Annual Report

A Clear Channel Station... Serving the Middle West

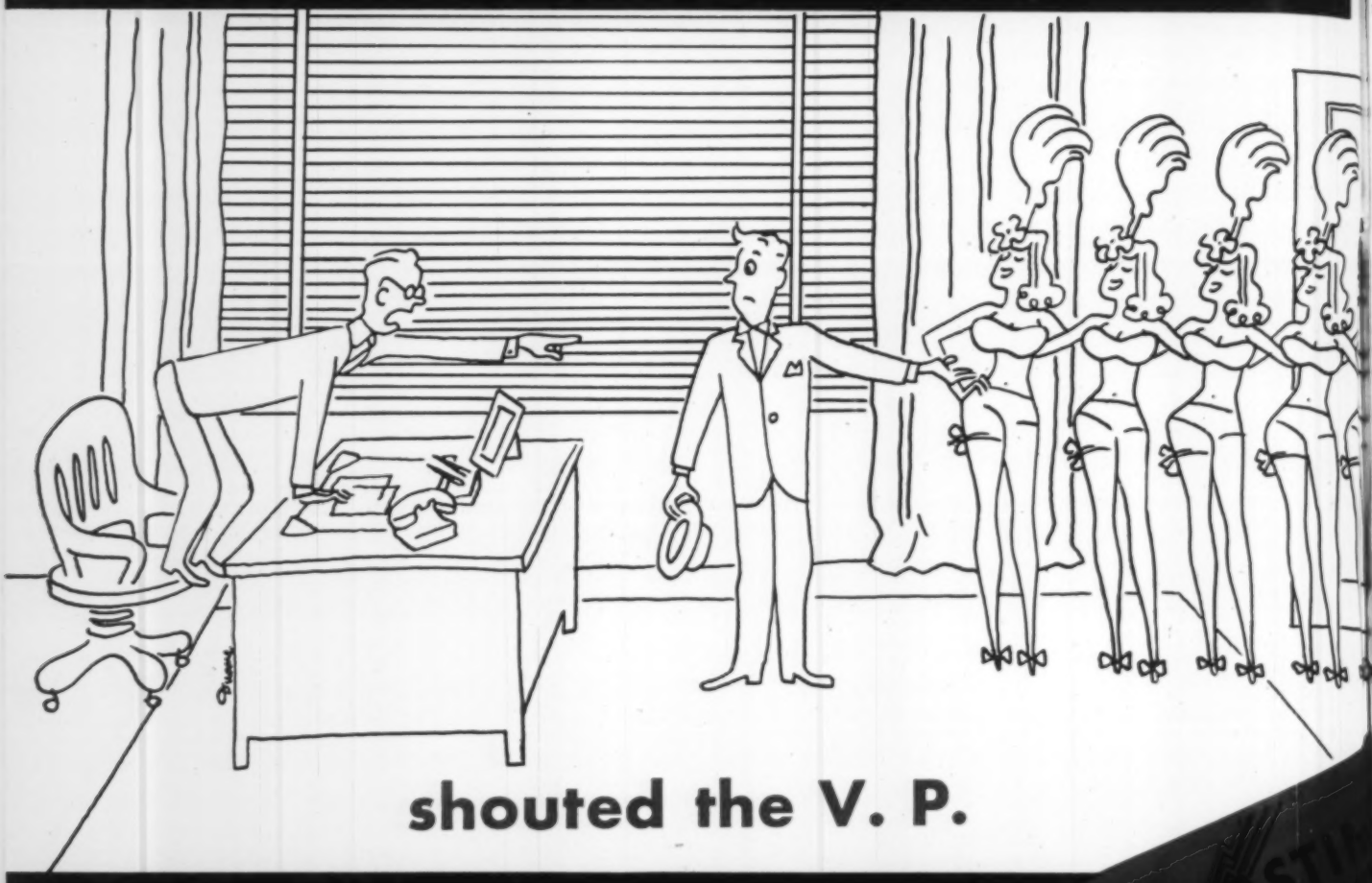
WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

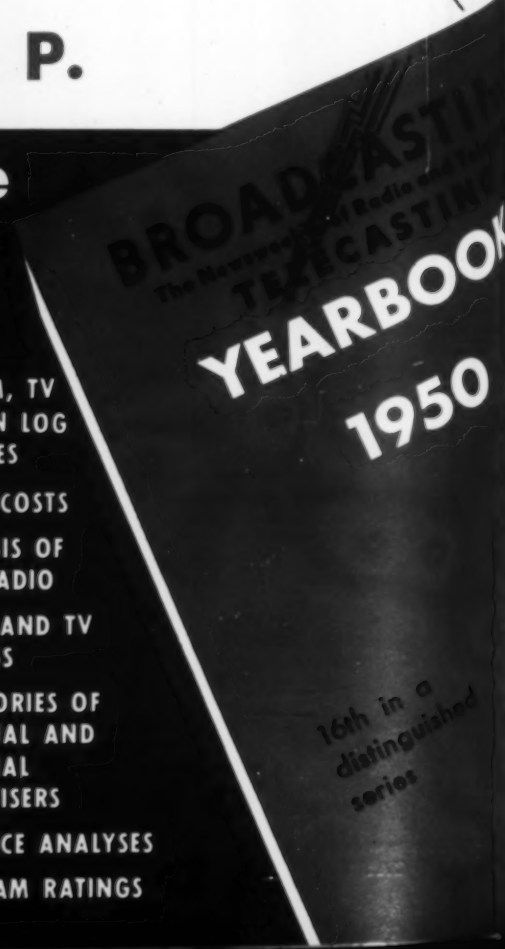
"Those aren't the figures I wanted . . ."



shouted the V. P.

. . . look in the

for facts and figures



- AM, FM, TV STATION LOG BY CITIES
- MEDIA COSTS
- ANALYSIS OF 1949 RADIO
- RADIO AND TV BILLINGS
- DIRECTORIES OF NATIONAL AND REGIONAL ADVERTISERS
- AUDIENCE ANALYSES
- PROGRAM RATINGS

mail NOW!

BROADCASTING • TELECASTING
NATIONAL PRESS BUILDING, WASHINGTON 4, D. C.

Please reserve space in 1950 YEARBOOK as checked:

☐ ⅛ PAGE $70 ☐ ¼ PAGE $120 ☐ ½ PAGE $200 ☐ 1 PAGE $350 ☐ 2 PAGES $700

The above one time rates are subject to frequency discounts for regular contract advertisers.

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SIGNED BY _____

final ad deadline Dec. 1st 1949

Open Mike

(Continued from page 12)

vided WEBR with on-the-scene, fast and (as later events proved) accurate reports for all our early morning hourly news periods and direct summaries for subsequent news periods. . . .

Cy King
Station Director
WEBR Buffalo, N. Y.

* * *

'For The Record'

EDITOR, BROADCASTING:

Woe is me and long are the faces of the *TelePIX* newsreel staff at WPIX, *The New York News* station, after reading the story about radio and television coverage of the Noronic disaster on page 65 of the Oct. 3 issue of BROADCASTING.

... Your alert publication missed the outstanding television beat scored by *TelePIX* on this news event.

For the record, here is what happened:

Less than 18 hours after fire broke out on the *Noronic*, early on the morning of Saturday, Sept. 17, a complete film story of the tragedy was shown on WPIX at 9 p.m. that night. *TelePIX* staff cameraman Les Mannix flew to Toronto in the *Daily News* plane Saturday morning. His films arrived back in New York at 7:15 that night and were developed and edited in time to be shown at 9 p.m. The reel was shown again at closing time and repeated twice on Sunday. . . .

Robert L. Coe
Vice President and Manager
WPIX (TV) New York.

Buddy Clark Photo

EDITOR, BROADCASTING:

Thought you might have a use for this photo of a seldom-pictured guy, Buddy Clark. So far as I know, it's his last photograph and was taken just a few days before his death [Oct. 1], in Hollywood, where I was tape-recording interviews with some of my friends, among them Sinatra, Como, Dinah Shore, Dick Haymes, Andrews Sisters, Phil Harris, Mindy Carson, Tony Martin, Andy and Della Russell, Larry Parks and Betty Garrett, etc.

Incidentally, Buddy was to have started his starring role in a new film this month, a picture titled "Disc Jockey," in which he would play a singing disc jockey—and just to show you the kind of a swell guy he was—he insisted that I appear in the film with him so he could publicly credit me as the original singing disc jockey. I was to have flown over to Hollywood on the 23d to begin shooting on my small part.

As a tribute to a great artist and a good friend I devoted the last hour of my show last Monday (*Dick Gilbert Show*, Mon-Fri., 12-3 p.m.) to a memorial program of Buddy's 15 most popular records plus a first broadcast of the interview he is pictured giving. By public demand the show will be repeated. . . .

Mr. Gilbert (r) interviewing the late Buddy Clark.

Dick Gilbert
KTYL Phoenix, Ariz.

* * *

WTXL Carries 'Em Too

EDITOR, BROADCASTING:

Just as we do every week, we've just finished reading the current issue cover-to-cover (Sept. 26).

On page 62, there appears an item under Promotion titled, "How Many Baseballs." I expect this story came to you as a press release from the station whose call letters appear there. It's quite a story, but it isn't very accurate!

In the first place, that station carries the day games of the Braves and Red Sox on *AM* as well as *FM*. Thus FM cannot be given exclusive credit for whatever measure of success they claim for the stunt.

Secondly, the giveaway was extensively promoted day after day on AM as well as FM. So it is not true to claim that a single announcement was aired.

Finally, the station's correct location is Chicopee, not Springfield.

Our only interest in the matter is that WTXL is now the station here for night baseball to the delight of many thousands of fans without FM equipment.

Lawrence A. Reilly,
General Manager
WTXL West Springfield, Mass.

Feature

(Continued from page 14)

uted, the more votes for the favorite candidates.

Winner was C. L. Gentry, superintendent of Blue Bell Inc., and runnerups were other leading community citizens. Mayor Ben Cone was sixth. Virtues of the candidates were extolled by admirers in prose, poetry and jingles. Climax was presentation to voters by Mr. Jones of leading beauties, faces rouged and dressed in feminine attire, at Greensboro National Theatre. The winner was crowned "Prettiest Man" and awarded a loving cup while his loyal court of honor took care of their long dresses. Open house with ice cream for guests was held at Guilford Dairy "in honor of those who put away masculine dignity for an evening so that the polio fund could be enriched." The *Greensboro Free Press* credited WBIG's effort in a front page story Oct. 6 following the campaign's windup.

5000 WATT **KROD's**

El Paso Southwest

MARKET*

$171,824,000 Retail Sales
34,462,000 Food Sales
35,111,000 Automobile Sales
14,131,000 Eat-Drink Sales
5,508,000 Drug Sales

*SRDS 1949-50

Here's one of America's top markets, heavily concentrated, highly responsive, and completely isolated. It cannot be reached from the outside—yet it is most effectively and economically covered by KROD.

▲ El Paso, Texas

600 on the dial

KROD-CBS
Winning Combination for Sales

Dorrance D. Roderick, President · Val Lawrence, Vice-Pres. & Gen. Mgr. · Represented Nationally by Taylor-Borroff & Co., Inc.

THREE "Boys From Syracuse" exchange congratulations at WHDH Boston as Managing Director Bill McGrath (l) celebrates his 20th anniversary in the radio industry. With him are Actor Bill Lundigan (center), who appeared for the Boston opening of his new movie, "Pinky," and George Perkins, WHDH program director. All three are alumni of Syracuse U. and began their careers together announcing at WFBL Syracuse.

Milestones

► Henry Gerstenkorn, national advertising manager of Don Lee Network, is celebrating his 10th anniversary with the sales staff.

► Chief Engineer I. A. Martino of WDRC Hartford, Conn., is observing his 26th anniversary with the station this month.

► Carlton Brown, transmitter engineer at WDRC-FM Hartford, is observing his 10th anniversary with the station during October. He joined WDRC in 1939, and has his headquarters at the station's Meriden Mountain transmitter.

► Sponsors and guests, numbering over 200, were feasted by KAYL Storm Lake, Ia. on the occasion of its first anniversary late last month.

► W. Gordon Swan, program manager for WBZ-WBZA Boston-Springfield, Sept. 30 celebrated his 25th year with the stations. He first became associated with WBZ as an announcer when it was located in Springfield. Later he was named traffic manager and, in 1941 program manager. All programming activities of WBZ-WBZA and FM operations, including WBZ-TV are coordinated under his direction.

Mr. Swan

► Saturday, Oct. 15, marked the beginning of the fifth year of the *Quizdown* show over WXYZ Detroit. Program features children from local schools.

► WCAU Philadelphia's *Career Forum*, a vocational guidance program, began its fifth year on the air Oct. 5.

On All Accounts

(Continued from page 14)

two men later proved inebriated) to play two records together, the present Mrs. Jackson, hearing the conglomeration of "Adios Muchachos" and "I Won't Be Home Tonite," thought he was drunk and threatened to break their engagement.

In 1939 he left the station to join Wade Advertising in Chicago. For that agency he produced the *Quiz Kids* and *National Barn Dance* and was associated as agency supervisor on NBC *News of the World*.

Service in 1942

The war interrupted his agency career and in 1942 he joined the Air Force. Stationed at Chanute Field for the next year, he wrote and directed training films for the Training Command of the Air Force. A year later he was transferred to the Armed Forces Radio Service, working on shortwave newscasts out of New York.

In 1946 he was out of uniform and back with Wade, where he resumed the discipline of the *Quiz Kids*. The following year Riley left to open and manage West Coast office for Louis G. Cowan Inc. (packager) in Hollywood. A year later he parted with that office and became Cecil & Presbrey representative on *Queen for a Day* for Philip Morris.

On Sept. 1 of this year he established a Hollywood office for the agency in the Equitable Bldg. at 6253 Hollywood Blvd.

Riley was born in Clinton, Ill., in 1917. There he attended grammar and high school before entering Illinois Wesleyan.

In high school and college he distinguished himself by "blowing his own horn"—as a trombonist in the orchestra. The high school orchestra served as a romantic meeting-ground, for Margaret Reeser, the present Mrs. Jackson, played drums in the same group.

In 1941 the two musicians decided to make it a permanent duet and took out their wedding license.

Riley does little trombone playing now. In fact he was recently discouraged against ever playing again. For, taking the instrument out of its case, where it had gathered dust for years, to charm their 13-month-old son, Brian, he was rewarded with screams of terror from the unappreciative little fellow.

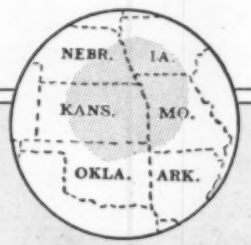
The Jacksons carry on their three part harmony in a North Hollywood home.

Right on the heels of a 167,244,000 bushel wheat crop comes the tidal wave of a "super" yield of corn. Cribs are full. Barn yards are dotted with temporary storage units. And on many farms this surplus "cash" is even piled on the ground.

WIBW LISTENERS ARE RICH

The 1,202,612 farm folks in WIBW's audience are buying as never before. But what tickles our advertisers (and us, too) is the flood of reports from dealers that these loyal listeners are flocking into their stores and *insisting* on brand names they've "been hearing about on WIBW." *Moral: For result-full selling the farm families in Kansas and adjoining states, depend on WIBW!*

W I B W



SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM
CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

1 out of 120

For six years KVOO has been the only station out of the 120 used by Dr. LeGear to carry year-round advertising for this account! Why? — Year in, year out, Dr. LeGear (and all KVOO advertisers) know they can always count on KVOO for RESULTS!

Dr. D. H. LeGear

DR. L. D. LEGEAR MEDICINE Company

MANUFACTURERS OF
DR. LEGEAR'S
LIVE STOCK - POULTRY - DOG
PRESCRIPTIONS

July 15, 1949

Mr. Sam B. Schneider
Farm Service Director
Radio Station KVOO
Tulsa 3, Oklahoma

Dear Sam:

Congratulations on the fine job you and KVOO are doing selling DR. LEGEAR'S new approved FLY SPRAY.

As you probably realize, this product is on the air over a number of stations and is being pushed by other mediums of advertising. All of our salesmen are doing a good job of selling this item. This, naturally, speaks well for the product and for the sales force but, of course, the real test of effective advertising is unsolicited orders.

I just wanted to advise you that we have had more unsolicited orders for DR. LEGEAR'S FLY SPRAY from KVOO's primary area than from any other area that we cover. I want you to know that we all appreciate this very much and trust that you will keep up this "top-notch" selling.

Sincerely yours,

DR. L. D. LEGEAR MEDICINE CO.

Dan

Dr. D. H. LeGear

DHL:jb

IF IT'S RESPONSE YOU WANT YOU *Get it* ON KVOO!

RADIO STATION KVOO

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

COMPARE

COST PER THOUSAND **HOMES**
6:15-6:30PM . . . MONDAY THRU FRIDAY
FOR CLEVELAND REGIONAL NETWORK STATIONS

6:15 - 6:30 PM	WHK	NET. B	NET. C
HOOPERATING AVERAGE (1.)	8.55	5.65	4.75
HOMES Primary Area (2.)	842,000	759,000	623,000
HOMES Reached Daily (3.)	71,991	42,884	29,593
COST PER PROGRAM (Time only)	$81.00	$121.50	$95.90
COST PER 1000 HOMES	$1.11	$2.83	$3.24

AVAILABLE M.-W.-F. - SEE YOUR RAYMER REPRESENTATIVE ABOUT "OPEN RANGE"

(1) Hooper—Fall-Winter 48-49
Winter-Spring 48-49

(2) Based on coverage patterns on file with FCC and BMB radio families 1946

(3) Projected rating for primary area

WHK

The Paul H. Raymer Co.
National Representative

BROADCASTING
TELECASTING

Vol. 37, No. 16 WASHINGTON, D. C., OCTOBER 17, 1949 $7.00 A YEAR—25c A COPY

IS U. S. SPECTRUM HOG?

Congress Will Seek Answer

FIRST serious effort to make Uncle Sam justify the barring of important spectrum space from general use was under way at the weekend.

This official resistance to the thousand-fold increase in demands for private operations has finally come under the Congressional spotlight, giving rise to hope that more space may become available to the broadcast-TV industry.

While such hopes are strictly long-range, the fact that a branch of Government at last has dared to challenge the always sacrosanct governmental use of the spectrum was welcomed in both industry and other governmental quarters.

Conducting the probe is the Senate Interstate Commerce communications subcommittee, of which Sen. Ernest W. McFarland (D-Ariz.) is chairman [CLOSED CIRCUIT, Sept. 26].

Noting the startling growth in the radio communication arts, with the demand always greater than the supply, Sen. McFarland declared, "FCC cannot allocate what it does not have."

Sen. McFarland reported he had sent letters to the Interdepartmental Radio Advisory Committee, which allocates frequencies between private and government users, and other interested sources seeking extensive information for basic use by the subcommittee. Text of the inquiries was not disclosed. Early next session the group expects to delve into the overall spectrum problem on a comprehensive scale.

Complaints Lodged

The inquiry is believed to have stemmed from complaints that many government agencies, including the military, are pre-empting precious spectrum space at the expense of private users—among them, radio and television—without justifying their use, while other services lack adequate frequencies.

The Senate subcommittee probe also will encompass a study of the extent of government operation of communications systems in competition with privately owned wire and telegraph companies.

"In getting frequency assignments for private licensing, (FCC) must compete with the demands of the Army, Navy, Air Force and a dozen other government departments," Sen. McFarland pointed out. He observed:

"Some of us thought that the unification of the armed forces would result in a tremendous saving of frequencies by permitting a single communications service to handle the business. There is some doubt that it has turned out that way.

"Each service apparently thinks it must have its own frequencies to be operated by itself for command, tactical and just plain, everyday communications, although in peacetime no circuit is ever used to anywhere near capacity; some in fact are merely reserved without any use.

"On top of that, the defense forces want frequencies for experimental work of a secret or confidential nature and other frequencies are being used for such purely military uses as sonic detection, guided missiles, radar for detection of aircraft, and similar uses."

Sen. McFarland said it was evident domestic and international communications companies should be strengthened and felt the nation must rebuild its communications network for "future defense needs."

He noted that FCC, in handling frequency allocations for private use, is called upon to grant licenses for radio broadcasting, television, radio communications all over the world, marine and coastal communication, aviation, bus and truck use, taxicab use, amateur communications, inducting heating and "scores of other uses."

The military, State Dept. and General Services Administration operate their own extensive communications systems, Sen. McFarland added. State Dept., for example, is assigned radio frequencies for overseas communications and also uses the facilities of the Army and Navy as well as private companies, while the three armed forces also maintain and operate

(Continued on page 80)

SPOT RADIO

Cost to Client Down, Study Shows

SPOT RADIO initial costs have gone up 37% since 1943 but at the same time the number of set owners has increased 40%.

Those were the conclusions reached in an exhaustive analysis of spot radio just completed by the research staff of Free & Peters which firm will send this week to advertisers and agencies.

The study was made, says the foreword of the 46-page report, "to determine whether this major advertising medium is now (1949) giving you advertisers as much (or more or less) for your dollar as it did three and six years ago."

* * *

The study's conclusion is succinctly stated in the report's title—"Spot Radio Costs Less Today."

For comparative purposes, F&P selected the years 1943, a mid-war year; 1946, the first full post-war year, and 1949, the present year. Most of the data were taken from the 33 stations represented by F&P "partly because we knew most about them" and partly because they are well distributed geographically (the counties covered contain a total of more than two-thirds of the U. S. radio homes), and are well divided as to network affiliation (13 NBC, 10 CBS, 10 ABC).

LOOKING over copy of Free & Peters' spot radio study are (l to r): Ewart Blain, F&P account executive on J. Walter Thompson Co.; John Heiney, agency representative for J. Walter Thompson on the Shell Oil account; Charles Shugert, assistant eastern sales promotion and advertising manager, Shell Oil Co., and Jones Scovern, F&P vice president in charge of sales.

The study's first finding is that the cost of spot radio has increased since 1943. In that year the average cost per station on the full F&P list of one daytime announcement at the maximum discount minute rate was $11.19. By 1946 it had risen 17.7% to $13.16. In 1949 the announcement cost $15.32, a rise of 37.3% over the 1943 figure.

"While program time rates have increased less," the report explains, "talent, news service, etc., have tended to increase as much or more in some cases. Because of the variables like program changes, talent calibre, etc., we cannot make as hard and fast a campaign comparison as in the one-minute announcement rates."

But other things than station rates have changed since 1943. The country's population has risen from 130,982,300 that year to 137,500,000 in 1946 and 146,496,300 in 1949. More pertinent here, the number of U. S. radio families, which was 32,500,000 in 1943 and 33,988,000

(Continued on page 80)

ATTENDING a luncheon for RCA executives last week at the Wardman Park Hotel in Washington, during RCA's color TV demonstrations for FCC and industry officials, are (l to r): Frank M. Folsom, RCA president; Mrs. David Sarnoff; Dr. Lee De Forest, vacuum tube inventor and radio pioneer, and Brig. Gen Sarnoff, board chairman and chief executive officer of RCA.

CENSUS POLICY

Hauser Says FM Count In '50 Not Feasible

COUNT of FM homes in the 1950 decennial census is not feasible because of scientific problems in collecting the data and the lack of funds required to do an accurate job, according to Philip M. Hauser, acting director, Bureau of the Census.

The bureau's decision to include AM and TV but not FM was based on field tests in which it was found that a substantial share of set owners reported they have FM though such is not the case. This confusion is partly ascribed to the dual call-letter practice.

Writing to the editor of BROADCASTING, Director Hauser said the bureau has received a number of letters from the FM industry and from members of Congress in which inclusion of an FM tabulation is requested. He added that he had read a letter from Nathan Frank, WHNC Henderson, N. C., in the Oct. 3 BROADCASTING implying discrimination on the bureau's part for failing to include an FM count in the 1950 census.

Explaining the bureau's problem in attempting to count the number of homes with FM, Mr. Hauser said:

"We have serious doubts concerning our ability to obtain satisfactory information on this subject. In fact, our experience indicates that a separate question on FM radio is neither simple nor readily understood.

"Experience with owners of radio sets indicates that many report that they have an FM radio even though their set is unable to receive FM programs. In fact, some receivers so reported were purchased before FM receivers became available. One of the factors contributing to this error is the practice of using the identification 'This is WXXX and WXXX-FM,' by stations which broadcast simultaneously on FM and AM. Furthermore, many set owners are not acquainted with the technical differences between AM and FM receivers."

Mr. Hauser said the bureau did not feel "a relatively large expenditure of our limited funds would be justified to obtain and publish data, the accuracy of which would be subject to grave doubts." He explained the Bureau "cannot conscientiously include any items which are essentially experimental in character and the success of which are not definitely assured by previous experience."

He said inclusion of an FM question in later statistical or census programs will be seriously considered if growing experience indicates the data can easily be obtained with adequate accuracy.

In selecting questions to be included in the housing portion of the 1950 census, Mr. Houser said, data on radio and TV industries "is definitely not a central objective in these enterprises. In designing the schedules to be used for the Housing Census in connection with which a radio and television question will be asked, major space and consideration on the schedule was given to items directly related to housing and housing facilities."

The two radio questions in the 1950 census read: "Is there a radio in this unit?" covering AM, FM and shortwave bands or combinations, and "Is there a television set in this unit?" The first question, Mr. Houser noted, includes AM sets, FM sets and those having AM and FM in combination.

He said there was considerable demand for these questions from business groups and government agencies, as well as the radio and television industries. "Moreover, and this is of considerable importance," he said, "experience indicates that these are relatively simple questions, readily understood by the public; that we shall be able to obtain these data with a high degree of accuracy; and that they will require a relatively small amount of time and expenditure."

Color TV--This Week's Summary

RCA COLOR television was revealed last week in a series of Washington demonstrations, while the FCC, wrapping up the third week of its color TV hearings, officially abandoned hope of completing them before late December.

RCA's official showing for the FCC record, staged with equipment set up within a few hours of delivery and admittedly disappointing, was followed by a series of informal demonstrations which brought reports of marked improvement as the week progressed.

In the Commission's hearing room, the RCA demonstration was also the target of stinging criticism by Dr. Peter C. Goldmark, inventor of the rival CBS system, who said he thought RCA might as well abandon the system now. RCA authorities said he would be answered point by point.

FCC's new time-table for the hearings left no chance that testimony on other phases in the overall television review—including UHF, changes in existing TV standards, and nationwide VHF-UHF allocations—could begin before the first of the year.

This obviously would affect the lifting of the year-old black-and-white licensing freeze unless the Commission yields to industry pleas for a "thaw" before the other far-reaching determinations are made.

Recess in Color Oct. 27

The time-table anticipates a recess in the color hearings starting about Oct. 27, when FCC hopes to complete the taking of direct testimony. Comparative demonstrations of black-and-white and the RCA and CBS color systems are slated for the week of Nov. 14, and the week of Nov. 28 the Commission will go to San Francisco for a demonstration of the third color system, Color Television Inc.'s, to be held not later than Nov. 30.

Cross-examination, deemed certain to be long and detailed, will begin Dec. 5. With a few exceptions, general questioning by the participants is being deferred until that time. Exceptions include Columbia's Dr. Goldmark, who is slated to return to the stand today (Monday) for cross-examination, and Dr. Charles Willard Geer, who described his three-gun color tube and submitted to questioning last week.

Color Television Inc., opening its case late Thursday and expected to continue this week when cross-examination of Dr. Goldmark is completed, reported laboratory work is being started on development of a single direct-view three-color tube which would permit conversion of existing monochrome sets to CTI color for $65 to $75. But at the present stage the company's witness, Charles W. Partridge, said CTI does not favor conversion because the apparatus is "troublesome and costly."

Manufacturers Give Testimony

Much of the week was devoted to manufacturers' testimony on behalf of the CBS system, anticipated by Dr. Goldmark's statement the week before [BROADCASTING, Oct. 10]. They respectively foresaw color sets with an effective 10-inch picture retailing at about $220; external electronic adapters for existing sets selling at about $40 and "adapter kits" for perhaps $20, and external color converters as low as $70 at the start and about $55 later.

A surprise witness for CBS was Dr. Dean Brewster Judd, Bureau of Standards color expert, who said he was appearing with the knowledge of Bureau of Standards Director E. U. Condon, head of a special group investigating color prospects for the Senate Interstate and Foreign Commerce Committee.

Dr. Judd said he considered CBS color fidelity comparable to that of Technicolor movies, and compared RCA's two-color system to partial color blindness.

Dr. Allen B. DuMont of DuMont Labs. meanwhile reiterated to newsmen that he still considered color TV years away.

Until the late-October recess, the hearing will proceed on a 3½-day week, Monday through Thursday noon, to give FCC a better chance to keep up with other pressing business.

(Detailed resume of hearings, page 47)

AD BUDGETS

Large Share for Radio in 1950, ANA Predicts

By HERMAN BRANDSCHAIN

ADVERTISING budgets in 1950 will match those of 1949 and radio will be getting a large share of the appropriations, according to conclusions drawn last week at the 40th annual meeting of the Assn. of National Advertisers in New York.

Radio's position as a big gun in the advertising arsenal was given a vote of confidence by speaker after speaker who addressed the 1,000 advertising, publishing and broadcasting executives who attended the three days of sessions which concluded Wednesday.

In fact, one outstanding trend noted in talks was the omission of predicting the early demise of radio. Speakers made these points among others:

- In 1950 the number of radio homes will increase from 39 millions to more than 40 millions and to 41 millions in 1951.
- Radio will continue to be the best buy for many advertisers.
- Television has reached the payoff point for many advertisers.
- Television competes with other media more than it does with radio.
- Faulty planning is the cause of much space and time cancellations.
- Plant expansion has increased phenomenally, nearly doubling in the past decade. Wise managements will consider expansion of marketing, including advertising, to keep such plants working and growing.

The word about 1950 advertising plans of ANA members was brought to the meeting by J. F. Kurie, vice president, media research, ANA. His report, based on a confidential survey of members, showed that most of the ANA member classifications expected either to increase advertising budgets in 1950 or hold them to the 1949 level.

His figures:

Percentage of Companies which Plan Increases Or Decreases in Advertising Budget for 1950

	More	Same	Less
Beer & Liquor	77	23	0
Office Equipment	64	27	9
Business & Finance	60	40	0
Gas & Oil	58	33	8
Food & Groceries	50	45	0
Industrial	42	47	11
Soft Drinks	25	75	0
Drugs & Cosmetics	25	54	18
Automotive & Acces.	11	78	0
Household Equip. and Appliances	19	56	22
Textiles	17	58	25
Apparel	20	50	20
Building & Agriculture	43	14	43

Mr. Kurie's figures also showed that ANA members' sales volume during 1949 was doing well. Profit prospects, however, were not holding up as favorably. The figures:

Sales Volume—1949 over 1948	
Better	35%
Same	26%
Worse	38%
Profit Prospect for 1949 vs. 1948	
Better	21%
Same	26%
Worse	47%
Loss	4%

Mr. Kurie said that among the companies planning to increase advertising budgets, few expected such a boost to be more than 15%. On the other hand, those planning to slash their budgets are contemplating only slight cuts, he said. He concluded that advertising appropriations in general would hold to the 1949 level.

New ANA officers are (l to r): W. B. Potter, advertising manager of Eastman Kodak Co., elected chairman of ANA board; William N. Connolly, advertising manager of S. C. Johnson & Son, retiring chairman of ANA board; Albert Brown, vice president Best Foods, new vice chairman of ANA board; and Paul B. West, reelected president of ANA. Elections were held Wednesday.

* * *

The importance of radio in the ANA deliberations was apparent from the opening session Monday, when Sherwood Dodge, vice president, Foote, Cone & Belding, talked on "The Changing Scene in Media."

He held that television is not radio's biggest competitor. He said: "Radio remains the only mass medium in which you can make a detailed selling pitch while the housewife is doing her job. For this reason, it looks as if television competes for a share of leisure time most with other media—at least during daytime."

Mr. Dodge called television the "most conspicuous force in our changing patterns of communication" but said that since it cannot now reach more than 6% of U.S. homes it cannot yet do the job a national medium must do.

Main radio event of the meetings, however, was a session Tuesday of the ANA Radio and Television Group at which, on an off-the-record basis, members could let their hair down during a question and answer period. The session was divided into four parts, titled: "Don't Give up AM Radio"; "Has Television Reached the Pay-Off Point?"; "Broadcast Audience Trends—AM and TV," and "The FCC Giveaway Order and the FCC Review of Color Television." Although the press was excluded, the main statements of some of the speakers were released.

Connolly Talk

On the "Don't Give up AM Radio" theme, William N. Connolly, advertising manager of S. C. Johnson & Son, which sponsors *Fibber McGee & Molly* on behalf of its floor wax, was optimistic about the continuing value of radio. He said:

"Radio is still a good buy—the best buy if you've used it successfully over a period of years— and radio for the next few years will cotninue to be the most massive and economical national advertising medium for most advertisers."

Television, he said, is progressing at different stages in various markets and therefore should be viewed "on a market-to-market basis for several years."

Radio has not stopped growing because of television, he emphasized. Radio set sales are currently running ahead of television sets by a ratio of 4 to 1, he said.

He said there are now 39 million radio homes, 10 million car radios, two million portables and five million sets in public places. In 1950 it is predicted there will be more than 40 million radio homes, almost three million radio and television homes. In 1951 he predicted 41 million radio homes and six million radio and TV homes.

"Faced with these figures," he said, "it's fantastic to think that radio's potential as a national advertising medium will suffer a measurable reduction, at least for the next two years."

He admitted, however, that television's impact is the greatest of any medium, but said: ". . . with Fibber and Molly doing quite well, I hesitate to trade coverage for impact."

Hugh M. Beville Jr., director of research, NBC, also supported the "Don't Give Up Radio" theme. He said the growth in radio families between 1946 and 1949 exceeded the combined circulation growth of all daily newspapers by almost a million and a half. During those years, 44 million new receivers were sold, he reported.

"A basic advertising fact," he said, "is that radio reaches a larger

(Continued on page 59)

ABOVE PHOTO — Rostrum antics were the order of the day at the AMA sessions for Comedian Henry Morgan (l) and Ben Grauer of NBC. LEFT— Amused observers at sessions included Robert S. Peare, General Electric; Sylvester L. (Pat) Weaver, NBC; and Thomas H. Brown, C. E. Hooper Inc.

Cities Service Co.

By BRUCE ROBERTSON

TONIGHT the Cities Service *Band of America* takes the second of two of the most important steps in its 22-year continuous history as a network account.

The first was the transfer, Sept. 26, of the program from the Friday night spot it has occupied without interruption from the beginning to a better time on Monday night.

The second is its debut on television which begins tonight (Oct. 17) with the first of a four-week series of experimental simulcasts over 16 NBC-TV affiliates.

Cities Service long and successful use of top flight musical programs as its radio voice had its inspiration back in the early years of this century when a young lawyer . . . was scheduled to make the major address at the Fourth of July celebration in a small Colorado town. Proudly he rode a white horse at the head of the parade; proudly he sat on the bandstand, awaiting his turn and looking out at the townsfolk and nearby farm families who packed the benches in the town park. Proudly he thought, "they're all here to hear me."

The voice of the mayor's introductory remarks suddenly cut sharply into his happy reverie. ". . . As soon as Mr. Aylesworth has finished talking the band will play."

"It was then I learned in a way I shall never forget that while most people can take Fourth of July oratory or leave it alone, everybody loves a band," M. H. Aylesworth told BROADCASTING last week. "And it's just as true today as it was 40 years ago," he added.

The truth of that observation was dramatically proved last month, when the band lovers of America, by direct individual action, forced Cities Service Co. to move its radio program from the Friday night period it had occupied without interruption for more than 22 years.

"A boy named Tommie started it," explains a folder prepared by the company to announce that *Band of America* was moving Sept. 26 from its 8-8:30 p.m. spot on Friday to the 9:30-10 p.m. period on Mondays.

"Tommie plays in a high school band. He loves the Cities Service *Band of America*. But he hardly hears it because, you see, there always seemed to be something else going on Friday nights . . . basketball games, high school dances, or a movie date with his girl friend. So he wrote us a letter.

"The whole Smith family . . . they all signed a letter saying that they liked the Cities Service *Band of America* best of all radio shows . . . but Friday night . . . couldn't it be some other night? . . . Any other night?

"And finally among the 25,000 letters received from band lovers and band directors, many asked for another night. So we decided to move to a better night of the week . . . a better hour . . . and a much better spot for a band music program. The new time is Monday night on all the same popular NBC stations."

This folder-announcement was sent to the complete list of more than 25,000 individuals who had written to the company about the program. Most of the letters were received early this year in response to an offer of a free picture of the *Band of America*. But there were many who wrote independently of the picture offer, Mr. Aylesworth stated, to express their enjoyment of the program.

"These letters came from members of bands, directors of bands and former band members as well as from people who just plain love band music," he said. "In thanking Cities Service for this program which they said should be "must" listening for every band member letter after letter asked if it could not be broadcast on some other night than "date night." So, despite our sentimental attachment for the time the program had been broadcast without missing a week since Feb. 18, 1927, we made the move."

Mr. Aylesworth, who now serves Cities Service as radio consultant, recalled that the company was the first sponsor he signed up after he became president of NBC when the network was organized in November of 1926. "Curiously enough, that first series also featured a band, led by Edwin Franko Goldman," he remarked. "When that series was replaced with music of the concert type, Mr. Goldman's band was sponsored by another company for a couple of years, but since then there has been no regular band program on the air until

RADIO'S oldest continuous sponsor, with an unparalleled record of more than 22 years on the NBC network without missing a week, Cities Service Co. has found good music, a consistently good vehicle for taking its commercial messages into the home, equally successful in winning friends for the company and customers for its gas and oil products. Tonight, this veteran user of radio makes its first use of a new medium—television—that will permit thousands of TV families to watch as well as listen to the *Band of America*. The fundamental appeal of this all-star brass band which has so captured the listening audience is being dressed up with drum majorettes and other visual novelties to make it just as good entertainment for the eyes of the nation as the ears. The initial Cities Service contract is for a short trial period, only, but it may well be that Oct. 17, 1949, will mark the beginning of a video run as long and as successful as that which started on radio on Feb. 18, 1927.

...Marches

22-Year Network Veteran, in New Time, Now Adds Video

our present *Band of America* program was launched in June of 1948.

The *Band of America* is not just another radio program, Mr. Aylesworth said, not even just another good radio program. It represents a long-range plan to associate Cities Service with another great American institution, the brass band. "Do you realize that there are some 75,000 high school bands in the country today?" he asked.

"They comprise millions of young people who listen to *Band of America* each week to hear the traditional band pieces—the same ones they are learning and playing—played by the country's best brass instrumentalists. These youngsters are going to be life-long friends of Cities Service, life-long users of Cities Service products."

Although the unbroken run of nearly 1,200 weekly Cities Service broadcasts on NBC began early in 1927, only three months after the network had been launched, the company, even before then, was a radio user. From December of 1925 until June of 1926, it had sponsored a half-hour musical program on a four-station hookup originating at WEAF (now WNBC) New York.

* * *

SINCE those early days Cities Service has consistently used music as its program material. After the Goldman band ended its series in June of 1927, it was succeeded by a concert orchestra, a male quartet and a female vocalist. Unlike many advertisers who change their program formats annually or more frequently, Cities Service believed in hanging onto a good formula when it found one and this pattern was maintained until the fall of 1946. During that time, the program featured some of the most famous names of radio, who became Cities Service features almost as enduring as the broadcast series itself.

Jessica Dragonette was soloist for seven years and her successor, Lucille Manners, played that stellar role for an even longer period. Graham MacNamee announced the program in its earlier days. Ford Bond, who subsequently took over the announcing spot, is still at it, 19 years later. Rosario Bourden directed the Cities Service orchestra for more than ten years, and Frank Black for more than eight.

In August 1940 the Cities Service concert was redesigned as a 30-minute broadcast, instead of an hour, as it had been up to that time. Four years later it was retitled *Highways in Melody*, appropriate for a company selling gasoline and motor oil, and Paul Lavalle installed as conductor. Mr. Lavalle is now director of the *Band of America*.

Meanwhile, the program's NBC station line-up has grown from the original 17 stations that carried the first broadcast in 1927 to 32 stations in 1930, to 57 stations in 1940 and 81 stations in this year of 1949. In 1927 Cities Service used $199,150 worth of NBC time. Ten years later, in 1937, its gross time charges were $575,603. Last year, 1948, they were $630,108, and will probably be about the same this year, as Publishers Information Bureau reports $361,620 as the NBC time charge figure for the first seven months of 1949.

Ellington & Co., New York, is the agency for Cities Service. Lord, Thomas & Logan handled the account in 1927.

The 22-year unbroken series of weekly broadcasts, a record unequalled by any other sponsor, is unchallengeable evidence as to the success of Cities Service radio activities in producing satisfactory results for the company. It is reasonable to credit radio with some part in the increase in the company's gross income from $158,028,000 in 1927, when it started on the air, to $593,435,431 in 1948.

A more definite proof of the power of radio to attract motorists to Cities Service stations across the land is provided by the distribution of Grantland Rice football guides. In the fall of 1933, and each year since then, the company has published booklets containing the schedules of the college and professional football games, descriptions of officials' signals, famous plays of famous teams, bowl-game scores of the past and similar gridiron information, including a forecast of the season by Mr. Rice, dean of the country's football authorities.

These guides are advertised exclusively on the Cities Service broadcasts, which inform listeners that the guides may be obtained on request from any of the company's service stations. They are not mailed out or distributed in any other way. To get a guide, one must go to a Cities Service station. The company's records show an average distribution over the past 16 fall seasons of more than a million copies per year.

Spring sports guides and budget books have also been offered and distributed in much the same manner and with much the same success. Such booklets, the company feels, serve as a constant reminder of the company, its products, its dealers and its radio program, producing both good will and sales. Commenting on such offers in an article in BROADCASTING, March 15, 1940, Elliott McEldowney, then advertising manager, stated:

"All these offers are used to direct listeners as much as possible to the 16,000 dealer service stations located in 39 states. It has been found to be an excellent sales stimulant, for most people who desire the book feel somewhat guilty if they drive into a service station without at the same time buying gas or some other product."

In line with its consistent policy of company, product and program promotion, Cities Service has used every avenue to publicize the switchover of *Band of America* from Friday to Monday. In addition to the 25,000 brochures already mentioned, thousands of envelope stuffers announced the change to recipients of bills and letters from the entire Cities Service organiaztion.

The *Cities Service Dealer*, company newspaper distributed monthly to the men who operate the 16,000 service stations, devoted large space to change in day and time of the broadcasts. This paper also is running a series of "Know Your Bandsmen" articles, thumbnail biographies of the members of the *Band of America*.

Window streamers and similar display material also went to the stations to help them inform their customers of the new broadcast time. It was also the subject of a page ad in *Service*, another publication of Cities Service, which goes monthly to 90,000 top business executives, government officials, college professors and other influential persons.

Newspapers across the country carried two advertisements identifying Sept. 26 as move-to-Monday day for the program. All of this promotion and publicity was tied in with NBC's own promotion of Monday as the network's "Night of Music," where the *Band of America* joins such other top musical programs as the *Telephone Hour*, *Railroad Hour* and *Voice of Firestone*.

A new promotion will shortly get under way, based on three types of band instrument oil developed by Cities Service petroleum engineers. Samples of these oils—one for valves, one for slides and one for keys—will be distributed to leaders of high school and other bands throughout the country. C. G. Conn Ltd., musical instrument company, cooperating with Cities Service in contacting these band directors, estimates that the company will receive more than half a million requests for sample bottles of the oils. This in itself will constitute good program promotion, as each

(Continued on page 80)

Mail in an unending stream, all requesting the change in time for the Cities Service show, confronts Mr. Aylesworth.

HERE'S GOOD NEWS!
THE BEST BAND IN THE LAND
marches to the best radio night of the week — MONDAY night — Don't miss the thrilling music of the Cities Service "BAND OF AMERICA" every Monday night over your favorite NBC station.
7:30 Mountain Time 8:30 Central Time 9:30 Eastern Time
CITIES SERVICE

Envelope stuffers, such as this, help in the promotional barrage for the Cities Service show.

* * *

'49 ON CAPITOL HILL

Radio Bills Face Adjournment

By JOHN OSBON

1949's MAJOR communications proposals last Thursday appeared virtually doomed to the legislative limbo of adjournment as the 81st Congress plodded wearily along toward the end of the first session.

While Congress failed to evolve any real definitive legislation affecting radio and allied interests, most observers felt radio-minded lawmakers were not particularly deficient in getting action by "raised eyebrow" through incessant pressure and prodding aimed largely at FCC.

Prime mover behind most Capitol Hill communications activity the first session was Chairman Edwin C. Johnson (D-Col.) of the Senate Interstate & Foreign Commerce Committee under whose paternalistic eye the Commission has consistently fallen. Others included Sens. Charles Tobey (R-N.H.) and Ernest McFarland (D-Ariz.), who steered his procedural FCC reorganization bill through the Senate only to see it languish in the House Commerce Committee.

Primary issues of concern to Sen. Johnson are the clear channel case, color television, TV allocations, realignment of FCC's procedural methods and liquor advertising on radio and television. In the end, the Commerce Committee had to settle for a "non-controversial" measure (S 1973) on FCC reorganization as the best hope for passage this session.

Following Sen. Johnson's fiery "prostituting" speech in April, FCC handed down decisions on the May-flower and giveaway cases, and currently is holding hearings on color television and TV allocations. The Commerce chairman, in a number of exchanges with the Commission, has doggedly urged FCC to lift the TV freeze, open up UHF channels to prevent monopoly, explore color looking toward adoption of a system making it commercially feasible, and make plain that present black-and-white sets would not be rendered obsolete with advent of color.

Breakdown of Clears

Sen. Johnson also urged the Commission to break down the clear channels and maintain the power ceiling at 50 kw for stations in the AM band from 540 kc to 1600 kc. Last January he introduced such a bill (S 491), resembling his proposal during the 80th Congress, and followed it up with a speech before an anti-clear group in Chicago. Rep. Robert Ramsay (D-W. Va.) followed suit with a companion measure (HR 4004) in April.

FCC has not handed down its long-pending decision on the issue, and the Senate Commerce Committee officially adopted a subcommittee recommendation that it hold up until the present NARBA conference. Sen. Johnson had warned he had information the Commission was "preparing" to rule in favor of the clears. Subsequently, the Senator and Clear-Channel Broadcasting Service proved at odds on the issue. He also cautioned FCC not to issue Stratovision licenses at this time—another field commanding his attention.

Sen. Johnson originally introduced legislation (S 1626) including cease-and-desist orders, eliminating FCC's discretionary power to modify licenses and construction permits, incorporating a fraud section, etc. His action followed a committee report, based on the 1948 communications study of Sens. Charles Tobey (R-N.H.) and Ernest McFarland (D-Ariz.), which generally endorsed FCC's Blue Book principles on programming and clear channel breakdown. A resolution calling for $15,000 was approved for study of overall communications including FCC licensing practices.

FCC Reorganization

The original Johnson bill gave way, however, to a watered-down reorganizational bill introduced last June by Sen. Ernest W. McFarland, which comprised some of the features of the old White Bill and certain portions of the Johnson measure.

[The bill would realign the FCC staff on a functional basis (a minimum of three divisions); set a deadline on Commission action on applications; cut the number of assistant general counsels, assistant chief engineers and chief accountants; impose a ban on "job jumping"; overhaul appellate and hearing procedures; include a provision for $15,000 salaries for Commissioners, etc.]

The Senate Commerce Committee held two-day hearings last June and industry generally approved the "uncontroversial" measure, though testimony evidenced a sharp conflict among Commissioners themselves on FCC organizational matters. FCC felt many of the suggested changes cumbersome and restrictive. Witnesses testified from stations, NAB, FM Assn., the networks, and the Federal Communications Bar Assn. Justice Dept. officials also appeared unexpectedly manifesting an interest in the anti-trust aspects of the bill and hinting a probe was underway.

The McFarland bill passed the Senate but stumbled before the House Commerce Committee when it encountered silent opposition not readily discernible on the Senate side. Civil Service objected to the salary provisions singling out FCC, FCC interposed certain opposition still not disclosed; and House Commerce Committee hinted it may wish to delve deeper into the whole communications issue. Hearings are indicated.

In the House other highly controversial and even explosive proposals threatened to wreak havoc

(Continued on page 81)

AGENCY GROUP at NAB District 6 sessions (l to r): Lester W. Cole, of agency bearing his name; Marshall Smith, Merrill Kremer Co.; Bill Greenhaw, Greenhaw & Ruser; Hugh Murphy, of Lake, Spiro, Shurman.

LUNCHEONERS AT NAB District 6 meeting are (l to r): Earl Winger, WDOD Chattanooga; Edgar B. Stern Jr., Louis Read, Robert D. Swezey, all WDSU New Orleans.

HEAD TABLE group at NAB District 6 meeting (l to r): Bert Ferguson, WDIA Memphis; F. C. Sowell, WLAC Nashville; John Cleghorn, WHBQ Memphis; Wiley P. Harris, WJDX Jackson, Miss.; Dr. Kenneth H. Baker, BMB; Maurice B. Mitchell, BAB; Enoch Brown, president, Memphis Publishing Co.; Henry W. Slavick, WMC Memphis, District 6 director; NAB President Justin Miller; Hoyt Wooten, WREC Memphis; Patt McDonald, WHHM Memphis; Julian Haas, KARK Little Rock, Ark.; Harold Wheelahan, WSMB New Orleans. Memphis Publishing Co. owns WMC WMCF (FM) WMCT (TV) Memphis.

How's Business?

'Scare Talk' Fails to Make Inroads

By TYLER NOURSE

BUSINESS continued steady in September with very little fluctuation being evidenced in most fields. Unemployment decreased slightly from the previous month and the rate of national income remained high. With the advent of cooler weather, retail business made gains in many fields, often catching the mechant with too small a stock to take advantage of the increase in buying.

With the channels of supply well filled in most fields, and buyers becoming more selective in their purchases, advertising can look forward to a great demand on its services. As the buyer becomes more selective the manufacturer must stimulate the demand for his product to stay on a sound competitive basis. Advertising, on a national scale and with the cooperation of local outlets, is the natural solution to this problem. The premise of making more for less has sparked American production for years—making this the great country it is. As the nation's rate of income and production grows, advertising plays an increasingly important part in the over-all economic situation.

Income Practically Steady

The flow of income to individuals in July, latest reported figures, was at a seasonally adjusted annual rate of $209.7 billion. Although this was a slight drop from the $121.4 billion reported in June, personal income remained within 3% of the peak reached last December. Very little fluctuation has been noted in this important economic factor, with a range of variation since last February limited to less than 2%. During the first seven months of the year personal income remained 2% above the same period last year, reflecting an important element of underlying strength in a period of economic readjustment.

Farm income experienced the widest change with most of the other components of personal income showing small variation. Nonagricultural income as a whole, which accounts for about 90% of total personal income, dropped only slighly below the June level. The July annual rate for this segment was $191.1 billion, $2.5 billion below the high reached in December 1948. The decrease in farm income for the month stemmed mainly from a seasonal reduction in the volume of crops marketed. Net income of farm proprietors in the first seven months of 1949 was approximately 13% below the corresponding period last year. Reduced prices of agricultural commodities are credited with being the basic factor behind the decrease.

Currency in circulation, another economic indicator, also has dropped slightly from last year. On Sept. 25, $28,093,000,000 was reported in circulation. The daily average for Sept. 24, 1949, was set at $27,376,000,000, slightly above the figure for the end of August this year.

Personal savings, which have tended to level off since the third quarter of 1948, continued the trend in the last quarter. Although slightly below the first and second quarters of this year, personal savings are currently 8% of disposable personal income, according to the Dept. of Commerce. This is compared with 3% in 1947.

Civilian employment dropped slightly in September, according to Census Bureau figures, but the decline was smaller than is seasonally expected. Total civilian employment was estimated at 59,411,000 in the week ended Sept. 10 compared to 59,947,000 for the week of Aug. 7. The return to school of many summer workers accounted for a large part of the decline in the labor force. Nonagricultural employment stood at 51,254,000 in September, only slightly below the high August figure.

Employment in agriculture dropped to 8,150,000 in the week ended Sept. 10 from 8,500,000 in the week ended Aug. 13. According to reports, the drop was influenced by the late maturing of the tobacco and cotton crops which usually exert a heavy demand for harvest workers.

Unemployment also dropped from August to September, showing an appreciable decline for the second successive month. The number of unemployed went from 3,689,000 in August to 3,351,000 in September, according to Census Bureau figures. Much of this reduction reportedly occured among persons of high school and college age, but there was some indication of a decline among workers above school age. With the August-September drop, unemployment returned to the level of last May before the summer expansion of the labor force.

The decline in unemployment

(Continued on page 60)

NAB MEMBERSHIP

Drive Urged at Dist. 5 Meet

"FREE RIDING" stations who share in the benefits of work done by the NAB without adding their strength to its efforts for betterment of the industry came in for criticism at the associations's District 5 meeting in Jacksonville, Fla., Thursday and Friday.

Sounding the call for a more intensified effort to enlist additional stations under the NAB banner was Allen M. Woodall of WDAK Columbus, Ga., NAB District 5 director.

"I cannot see any consistent effort on the part of the association to sell its service to the stations," Mr. Woodall remarked in a surprise address at a luncheon meeting which highlighted the opening day.

"I think we should hire a capable person to make personal solicitation of non-member stations," he continued. "Lack of an aggressive selling campaign is giving too many stations a 'free ride' in the sense that they do not contribute financially to the work of an association seeking benefits which apply to all.

"Take for instance the very city of Jacksonville where we are in session. Of the seven stations in the immediate area, only one, WMBR, belongs to the association as this convention opens. You cannot gain members just by writing letters. You will have to organize an aggressive selling campaign in which personal solicitation will play the key role."

Mr. Woodall also asked delegates to the district meeting to join him in support of a proposal to keep the Broadcast Advertising Bureau as a part of the association. Citing the advantages of the services provided by BAB, Mr. Woodall declared: "If BAB separates from NAB, I am of the opinion that many of us will continue to take BAB service and let NAB get along as best it can."

Judge Justin Miller, NAB president, supported Mr. Woodall in his plea for a bigger membership.

"We like to hear expressions from local, state and district organizations," Judge Miller said. "I hope Mr. Woodall's spirit will catch on. Your national association's board of directors needs to know just how you feel so that policy may be drafted to reflect the true sentiment of the radio and television industry."

"I am surprised by the shyness and timidity of some broadcasters in telling their story. It reflects a sort of 'country club' atmosphere in which it is considered bad form to just come out and ask a man to join the association. Your board is not a self-perpetuating hierarchy as has been charged, but a representative organization elected by you. If you fail to tell

(Continued on page 60)

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SOUTHERN SEXTET at NAB District 6 meeting included (l to r); George A. Kercher, Edward Petry & Co., St. Louis manager; Harry Stone, WSM Nashville; James E. Gordon, WNOE New Orleans; Cliff Goodman, WETB Johnson City, Tenn.; Robert W. Dumm, KNOE Monroe, La.; J. Roy Dabadie, WJBO Baton Rouge, La.

CORRIDOR TRIO at NAB District 6 sessions (l to r): J. C. Eggleston, WMC Memphis; Jack M. Draughon, WSIX Nashville; Henry B. Clay, KWKH Shreveport, La.

JAMES H. FORBES (seated), president of Forbes Tea and Coffee Co., St. Louis, looks over the promotion campaign for his new series Mon.-Fri. 1:15 p.m. on KXOK St. Louis. With Mr. Forbes are (l to r) Charles Burge of KXOK sales; Bert Somson, representative for Frederic W. Ziv transcription syndicate, and Lee Seelig, Seelig Advertising Agency, St. Louis

IT'S a proud moment for the winner of the Southern California Broadcasters Assn. Handicap at the recent Los Angeles County Fair. Greeting the handicap victor are Southern California Broadcasters Assn. officials Robert J. McAndrews (l), managing director, and, next to him, William Beaton, president of the organization.

AT preview of Libby, McNeill & Libby's TV show *Auction-Aire* held for firm's New York salesmen at ABC studios (l to r): Paul Hinz, Libby trade promotion mgr.; Burke Herrick of J. Walter Thompson; P. G. Asendorf, Libby's N. Y. mgr.; ABC Pres. Mark Woods; Mark Gregson, show star; John Masterson, Masterson, Reddy & Nelson.

RELAXING backstage at CBS-Hollywood following taping of first broadcast of *You Bet Your Life*, which started on the network Oct. 5, are (l to r) John Guedel, packager-producer; Marvin Mann, vice president in charge of radio, Weiss & Geller, Chicago, agency handling the show, and Groucho Marx, show's star.

PRECEDING their first broadcast for Block Drug Co. on CBS, George Burns and Gracie Allen (extreme right) receive well wishes of (l to r) James M. Cecil, president of Cecil & Presbrey, agency which handles the Block account for Amm-i-dent Toothpaste, sponsor of the show; Samuel Dalsimer, Block Co. acct. exec.; Mrs. Cecil.

NARBA TREATY

Hope for Pact Adoption Agreeable to Mexico

ENFORCEMENT of any treaty adopted by the Third NARBA Conference at Montreal appeared as less of a stumbling block at the weekend as delegates of North American nations wound up a series of work sessions by small groups.

Signs appeared at the weekend that a treaty might be adopted which Mexico would be willing to sign, though that nation is not officially represented at the conference.

The Juridical Committee believes it has solved major objections to the compulsory enforcement plan favored by the North American Regional Broadcast Engineering Conference, which caused prior Mexican rejection and non-observance as well as Cuban objection to procedure proposed by the United States.

Under the committee's new plan, NARBEC enforcement would be on a voluntary rather than a compulsory basis. This would meet Cuba's insistence on maintenance of its sovereign rights.

Hope was voiced around Hotel Windsor headquarters that such a change would permit Mexico to participate.

Carlos Maristany, controversial figure in Cuban broadcast circles and director of the Office of Inter-American Radio (OIR), arrived at the conference Wednesday. His conference status and that of OIR are undetermined.

Interest in the working groups centered on the time of operation of daytime stations on IA channels. The Canadian proposal would limit stations to those situated west of dominant stations. Hope was voiced this problem could be worked out.

In an effort to halt the U. S.-Cuban stalemate, Canada proposes that Class I channels be protected externally to the national borders of IA and protected internally to IB service areas as determined by the conference. Roughly it is suggested that the internal protection extend to 750 miles. Such action would not be retroactive.

Aiming at high-power Mexican border stations, apparently, Canada proposes that not more than 50 radiated kw be permitted toward another country unless such increase in power would not cause interference to a station in another country.

Cuba is expected to submit corrections and modifications in its earlier list of assignments and proposed assignments [BROADCASTING Oct. 10].

The NARBA conference did not work last Monday because of the Canadian Thanksgiving celebration. Bahama's delegation desires to be seated with the right to one vote in joint participation with Jamaica. Bahama succeeded in having its position brought before the Juridical Committee.

MARSHALL TERRY

Is Crosley Merchandising V.P

MARSHALL N. TERRY will become vice president in charge of merchandising for Crosley Broadcasting Corp. shifting his emphasis from the television administrative field to the establishment of a merchandising operation in the TV field, the company said last week.

Mr. Terry

Mr. Terry, formerly vice president in charge of television, will assume his new position following a brief vacation.

Meanwhile, Crosley said TV activities of WLWT (TV) Cincinnati, WLWD (TV) Dayton and WLWC (TV) Columbus will be coordinated through R. E. Dunville, vice president and general manager.

J. M. Zinselmier continues as director of merchandising of WLW Cincinnati but will add to his duties market studies in connection with future Crosley expansion in broadcasting, the company added.

RECORDING BILL

In Congressional Logjam

A RESOLUTION designed to put the Joint Senate and House recording facility on a permanent legislative basis was tied up in the Senate Rules Committee last week, with little hope of passage this session.

The measure (H J Res 332), which eliminates the need for Congress to appropriate funds for the facility, passed the House last August. It was assigned to a Senate Rules subcommittee Sept. 28 but not taken up in the final meeting of this season last week.

FCC ACTIONS

PROPOSED decision to grant WLAP Lexington, Ky., switch to 630 kc announced by FCC last week along with initial decision to deny KTVU(TV) Portland, Ore., additional time to complete construction. New AM station at St. Cloud, Minn., also approved, as were transfers of WKAQ San Juan, P. R., and KSIW Woodward, Okla. James A. Noe, WNOE New Orleans owner, and Rep. Henry D. Lacarde Jr. (D-La.) are principals in new AM applicant at Baton Rouge. Details of these and other FCC actions are in FCC Roundup on page 79.

SET EXCISE THREAT

Revenue Ruling Hits FM

PRODUCTION of TV sets with tuners for the 88-108 mc FM band is threatened by a Bureau of Internal Revenue ruling which proposes to apply the 10% factory excise tax to many more components of such receivers [CLOSED CIRCUIT, Oct. 10]

Serious competitive dislocation is involved, especially in the case of TV-FM sets having continuous-band tuners. These comprise a substantial portion of TV set production. But the ruling also would apply to expensive phonograph combination receivers tuning both AM and FM.

The Revenue Bureau issued its ruling in the form of letters to TV set manufacturers. Bureau spokesmen said no manufacturer has yet filed an objection.

NAB, Radio Mfrs. Assn. and FM Assn., however, are planning to investigate the tax ruling. RMA has referred the matter to its Excise Tax Committee, of which S. Insull Jr., Stewart-Warner Corp. vice president, is chairman. The NAB FM Division has contacted the bureau, fearing the tax will be a serious blow to FM circulation. FMA officials have taken up the matter, according to Ed Sellers, executive director.

To Include TV

Although the luxury tax law, passed over a decade ago, taxes radio receivers and does not mention television sets, the Revenue Bureau proposes to interpret the law as applying to FM radio components in TV receivers.

Thus the portion of the set used to receive the 88-108 FM band would be taxed as a radio unit even though this ability of a TV switch to bring FM stations into the speaker is based on the fact that the FM band happens to be located between the upper and lower TV channel groups.

The bureau's ruling may apply also to built-in antenna equipment featured in many of the new model TV sets.

While manufacturer spokesmen were unable to give any definite indications of what effect the tax ruling will have, it was indicated the tax payment might be increased as much as 500% or more on some models. Few factory officials have had a chance to study the problem because they have been tied up in the FCC television hearings.

One instance suggested by a manufacturer relates to TV sets using the DuMont tuning circuit, in which FM band tuning is inherent. The tax might jump from around $1 to $1.25 on some models to as much as $8 or $10.

This increase would price such sets out of the market, it was predicted, since set prices are going down as competition increases and production techniques are perfected.

Rather than pay this greatly increased tax, TV set makers would be tempted to add a 15-cent switch cutting out the 88-108 mc FM portion.

Should this happen, total output of radio and TV receivers with FM tuners would be sharply curtailed. At present roughly 20% of all TV receivers are capable of tuning the FM band. This includes sets of the DuMont type as well as combination sets tuning both AM and FM bands.

Since RMA started last April to compile figures on TV sets capable of tuning the FM band, its member companies have turned out 755,771 TV sets of which 172,271 have FM.

In addition Admiral, not an RMA member, claims to have turned out a fifth of all the TV sets made and about half of them tune the FM band.

FMA and NAB both were active in promoting inclusion of FM tuners in television circuit design, and last spring persuaded RMA to separate its monthly TV production figures into FM and non-FM models.

At the Revenue Bureau it was stated that decision to bring additional portions of TV sets within the radio tax followed more than a year of study. Views of manufacturer groups were sought, it was said, along with FCC's opinion.

If the industry can show that the tax is unjust or works a hardship, the bureau will be willing to reconsider the action, it was stated. One bureau official put it this way, "We aren't so straight-laced that we would refuse to change a ruling if an industry showed us we were wrong."

The 10% excise tax, conceived by Congress as a luxury tax in the 30s, applies to most radio set components. The tax was raised from 5% to 10% in 1939. Since the law does not cover TV sets, the tax is applied to their audio components. Cathode-ray viewing tubes and other essential TV parts are not taxed.

RMA has tried frequently to obtain repeal of the old luxury tax on the ground that radio is a household necessity. The Revenue Bureau deems radio sets a luxury item, though the wartime OPA held radio was not a luxury and established its price controls on that principle.

Obermeyer To B&J

HENRY OBERMEYER, advertising director of Consolidated Edison Co., New York, has resigned to become vice president of Bozell & Jacobs Inc., Omaha, making his headquarters in New York.

CENTRAL AAAA

Experts Air Agency Problems

TWO HUNDRED agency men from seven midwest states heard top-level experts relate down-to-earth facts on current problems at the Central Council meeting of the American Assn. of Advertising Agencies Friday.

The day-long business session at Chicago's Drake Hotel was preceded by a closed management meeting Thursday afternoon at the Racquet Club, conducted by AAAA President Frederic R. Gamble. Agency and Central Council officers aired their approaches to current pressures and conditions affecting their industry.

Although radio was an indirect concern of the speakers—cropping up only secondarily in general advertising analyses—TV took the spotlight as Louis L. Brockway, executive vice president of Young & Rubicam, New York, explained "How To Use Television Today" (see later story).

Agency men were equally enthusiastic about the way in which advertising increases security values, as outlined by Stanley Harold Morgan, Chicago financial analyst. Claiming that an "effective advertising record is widely regarded as concrete evidence of a company's progressive management policies," Mr. Morgan pointed out that investors first consider prestige and brand preference, both established by advertising.

The analyst made four major assertions on his theme: "(1) leading investment trusts use well-advertised companies; (2) enterprise must win public acceptance if it is to get public funds on a favorable basis; (3) a well-advertised firm is likely to have its earnings capitalized at a higher rate than a comparatively unknown company; (4) better-advertised organizations consistently have their securities more favorably regarded by investors than generally comparable but lesser-advertised companies, and (5) the advertising dollar delivers to the individual enterprise and to the public the economic benefit of the multiplication factor."

Cites Acquisitions

Six acquisitions by heavy advertisers of less advertising-conscious firms were cited by the speaker. The companies — International Cellu-cotton Products, Standard Brands, Sherwin-Williams, Johns Manville, Corn Products and International Harvester — all invest heavily in advertising, including radio and or TV.

"Need for additional capital continues to grow more severe, and more money must come from the public," Mr. Morgan asserted. The public is prone to invest in companies about which it has heard and knows—firms which advertise widely, he said.

Although advertising's "primary force is economic," secondarily it "flows into adjacent areas," he claimed. An example of this multiplication factor "is the emergence of women as majority stockholders in many leading enterprises. Wom-

(Continued on page 61)

Drawn for BROADCASTING by Sid Hix

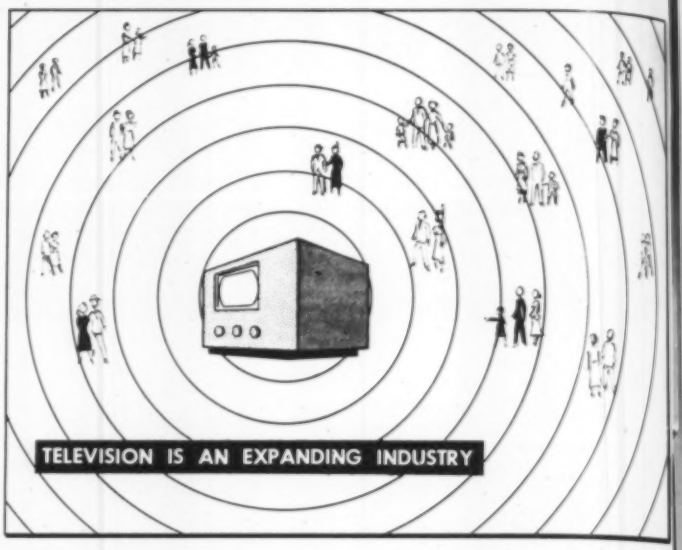
"I won it on 'Stop The Melody'. . . but Vishinsky vetoed the idea!"

Business Cycles . . .

. . . and Broadcasting

[Part two of an analysis of the economic factors that can affect radio and television]

By RICHARD P. DOHERTY
NAB DIRECTOR OF EMPLOYE-EMPLOYER RELATIONS



AN INDUSTRY which is in an intensive period of growth feels the impact of business cycles to the greatest degree. For this reason, it is undoubtedly true that audio broadcasting will, for the first time in its history, experience future cyclical ups and downs in the manner felt by most other American industries.

However, this conclusion—even if correct—does not imply that sound broadcasting will undergo business cycle recession declines of the magnitude common to such industries as steel, autos, shoes, construction, etc. In fact, the characteristic cycle pattern varies greatly among different industries. The durable goods lines, e.g., steel, machinery, construction, furniture, etc., notably fluctuate very widely. By contrast, such lines as cigarettes, cosmetics, soap, gasoline, meat packing, groceries, etc., have a much narrower range between their prosperity peaks and depression lows.

Incidentally, there is a bit of ironic paradox in the FCC policy concerning the availability of license opportunities in broadcasting as related to growth trends and cyclical features of the industry.

During the period of accelerated extensive expansion in the industry, the number of stations privileged to operate by the Commission was relatively restricted. This policy enhanced the profitability of the operating licenses because total radio revenues grew rather rapidly and the number of units increased very little. As a result, there were virtually no marginal stations in the industry.

* * *

BY the time the industry had its period of intensive growth, with an attendant lesser rate of underlying acceleration, the FCC threw the doors wide open to entry into the industry. New stations —AM and FM—came into being at a rate well in excess of the normal rate of growth in available total radio revenue.

Simple household economics indicate that if you increase the number of persons at the table faster than you increase the size of the pie, you decrease the potential portion available to each person.

In 1946, 1947 and 1948 marginal and sub-marginal stations became increasingly common. This situation occurred, not because total radio income declined—it actually increased—but because the number of operators increased (via FCC licenses) at a faster pace than did total broadcast revenues.

In 1948, total radio income approximated $500 million thereby reaching a new all-time high. Nevertheless, at least 20% of the industry's licenses (AM and FM) lost money or barely broke even.

This relatively poor financial situation reflects a growth crystallization, within the number of operating units of the industry itself, rather than any reversal of trend in broadcast revenues.

* * *

TAKING a backward look we see that radio has had an accelerated growth since the late 1920's or early 1930's. Ordinarily, this would have attracted new operators. However, FCC license restrictions limited entry into the industry and the number of new stations increased relatively little during the late 1930's and early 1940's. In addition, the war both expanded radio income and placed scarcity obstacles upon new station cosntruction. Consequently, when the FCC "let down the bars" to fuller entry, after 1945, new capital and new operators increased appreciably.

Temporarily, at least, the industry is going through a period of capital gestation. Within a couple of years this situation should correct itself either by: (a) an increase in total radio revenues to support the existing number of units in the industry, or (b) the gradual demise of sub-marginal stations with the results that there will be a workable balance between the total number of econocomically supportable stations and the total volume of broadcast revenue.

Which of these two factors will exercise a dominant role depends on the general business cycle picture. A reasonably near term decline in business activity, national income and total advertising expenditures undoubtedly will reduce the number of stations on the air. Continuation of good times, preservation of current national income and sustained or increased advertising outlays will permit an "adjustment" of many stations which are presently operating in the red.

However, we must not lose sight of the fact that this intra-industry situation does not alter the basic conclusion that the income of the radio industry is geared to the advertising appropriations of American Business. Furthermore, these advertising dollars tend to vary in volume according to the ebb and flow of general business.

While sound radio may now be a cyclical industry, it is logical that even a good-sized depression in general business will not cause more than a reasonably moderate decline in total radio revenue (AM-FM-TV).

This apparent situation appears logical, due to at least two reasons.

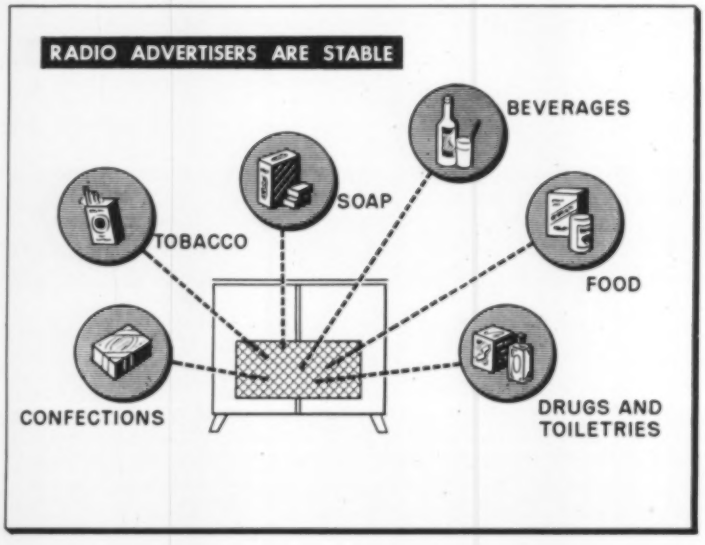
First, the major sponsors of radio programs are industries which, characteristically, possess a comparatively narrow amplitude or range in their own cyclical variations. These principal sponsors of radio programs are producers and distributors of drugs and toilet goods, food and food beverages, soaps and household supplies, tobacco, cigars and cigarettes, confections, soft drinks and beverages. Add to this list, for local markets, sponsorship by various types of retail stores, department stores and other local service and distributive outlets.

* * *

FORTUNATELY for broadcasting, these lines of business suffer less from depression effects upon consumer demand than do the so-called heavy goods or durable goods industries. In other words, the prime suppliers of radio revenue are industries which, in themselves, experience only relatively moderate business cycle declines when times get bad.

The study of business cycle economics indicates that depressions are characterized—though not caused—by a great shrinkage in new investments and by heavy declines in the production and sale of producers' goods and consumer durable goods. When the business outlook grows uncertain and when consumer buying power falls off, the biggest contraction in new purchases takes place in those goods whose replacement can easily be deferred to a later date and in those goods and services which derive considerable benefit from "surplus" income in good times. Thus during recessions or depressions, very substantial shrinkages take place in the public absorption of new auto-

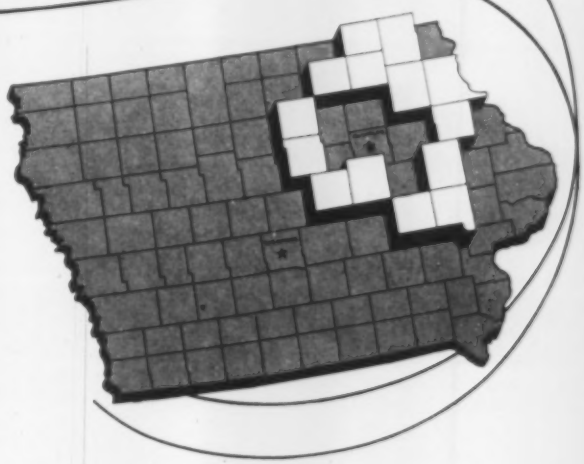
(Continued on page 34)



XUM

WHO HAS UNCHANGED LISTENING HABITS IN IOWA

TAKE THESE 14* IOWA COUNTIES, FOR INSTANCE



*These 14 counties were used in a 1948 coincidental area study.

IT TAKES more than power (or proximity) to attract and hold a radio audience. It takes *programming*.

In the ring of 14 counties *selected by Station "B"* for a late 1948 telephone coincidental, most have signals stronger than WHO because of geographical location. Regardless of this fact, the 1949 Iowa Radio Audience Survey shows that from 5:00 a.m. to 6:00 p.m. the 14 county average percent "listened to most" is 38.8% for WHO and 4.2% for Station "B".

Iowa has 38 commercial stations, *each* of which puts an excellent signal into a certain number of homes. Thus if signal strength were all-important, State-wide audience preference would hardly be possible for any one station.

Actually, the listening habits of the people around Waterloo are very like those in every other section of Iowa. In virtually *every* area WHO's programming and Public Service have for many years won *and held* the largest share of the audience. In 1949, WHO is "listened-to-*most*" in 37 of Iowa's 99 *counties!* Ask us, or Free & Peters, for all the facts. The evidence is overwhelming and conclusive.

The 1949 Iowa Radio Audience Survey is the twelfth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,116 Iowa families, scientifically selected from cities, towns, villages, and farms. It is universally accepted as the most authoritative radio survey available on Iowa.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Business Cycles

(Continued from page 32)

mobiles, pianos, domestic service, night club and entertainment services, higher priced jewelry and furs, liquor, tourist travel and similar lines. Heavy construction, machinery and related areas of activity are hardest hit because they depend largely on the establishment of new companies and the physical plant expansion of older companies.

By way of illustration, suppose we take a few statistical facts. From 1929 to 1933, the production index (physical volume) for durable goods manufacture fell 59%; for non-durable goods the decline in manufacturing activity was 15%; automobile production fell 66% but general department store sales declined about 35%, while gasoline consumption remained unchanged and domestic cigarette consumption dropped only 12%; cosmetic perfumes and toilet preparations sales fell 21%, whereas home furnishings and jewelry suffered a sharp setback, 65%.

The second reason why broadcast revenue might not, in the discernable future, experience sharp cyclical declines is because radio is capable of increasing its percentage share of the total advertising budget of American business. In view of the business cycle background which now exists for sound radio, the real challenge before broadcasters is to prove their claim upon a larger and larger share of the nation's advertising outlay.

* * *

RADIO, newspapers, magazines, billboards, etc., all compete for the advertising dollars expended by thousands of firms on a national and local basis. True, no one of these media will probably change appreciably the total number of these advertising dollars available, although each medium theoretically has it within its power to obtain for itself an increased proportion of the spendable advertising dollars.

As of 1948, the advertisers of the nation put approximately 13% of their appropriations into the broadcasting industry. This ratio can, and will, be increased if the medium promotes and merchandises itself, based upon its proven effectiveness in selling goods and services to the American public.

Composer Stone

HARRY STONE, vice president and general manager of WSM Nashville, was revealed as latest composer on BMI rolls at NAB District 6 meeting in Memphis Oct. 7. Bob Burton, vice president and general counsel of BMI, disclosed that Manager Stone was the author of a new song titled "Chattanooga Shoeshine Boy" and predicted it would make the *Hit Parade* before long.

GETTING the women's point of view at the NAB District 13 meeting in Dallas a fortnight ago [BROADCASTING, Oct. 10] are these wives of station executives (l to r): Mrs. Ralph Nimmons and Mrs. Martin Campbell, both of WFAA Dallas; Mrs. Darrold Cannan, of KFDX Wichita Falls; and Mrs. Howard Fry, KFIM Beaumont. A record turnout of 140 registrants attended the Texas gathering held at the Hotel Adolphus.

Statistical evidence proves that radio has steadily improved its competitive position as an advertising medium. Contrasted with the 1948 figure of 13% (radio advertising to total media advertising), the industry received only 7 cents of every $1 of advertising appropriation in 1935, and 11 cents of every $1 in 1940. Through success results, broadcasting has steadily improved its percentage status relative to total advertising expenditures, but broadcasting still has potentially untapped gold mines in the advertising dollars which don't flow into the broadcaster's cash register.

Only if radio remains in a given, or static, position with relation to other competitive media and in relation to the national fund of total annual advertising dollars will broadcast revenues fluctuate, up and down, in proportion to future cycles in advertising expenditures.

On the other hand, if radio continues to undergo a trend of enhancing its position, in relation to competitive media, broadcast revenues will rise more than, and fall less than, the recurring cycles in total advertising expenditures and general business.

Incidentally, because radio listenership does not cost the public anything and, hence, does not suffer during an economic recession, broadcasters have a right to claim a sustained impact for advertisers. Therefore, radio should be more effective than other media in serving the advertiser, whenever a business recession occurs.

* * *

AT THIS point it might be well for us to dwell upon a potential development which could affect the cyclical pattern of advertising and radio revenues. There is the possibility that more firms—especially the larger firms with planned advertising budgets—may decide to utilize advertising as a means of stabilizing (to a degree) business cycles.

Many thoughtful business leaders are fully aware of the fact that one of the greatest challenges to our modern economic system is that of preventing maladjustment during boom conditions. This can come only as business attempts to iron out the up and down waves in economic activities.

One of the most potent devices which could be used to achieve this goal and to sustain employment is advertising. During boom times, when business is comparatively easy to get, total advertising could be levelled off. During period of business decline advertising could then be used effectively to stimulate and encourage greater consumer action.

Unquestionably, underspending by both consumers and business units, is a symptom of depression. Nevertheless, this same underspending can—and does—result in cumulative deterioration in the total business picture. This underspending process expands cumulatively under the impact of uncertainty and pessimism. The result is that spendable buying dollars are hoarded and kept off the market.

Effective market demand is determined by three factors: (a) desire; (b) purchasing power; (c) willingness to buy.

Obviously, desire is an ever current and prevailing factor while purchasing power does vary with changes in personal income and cost of living.

Not infrequently, the beginning state of a recession, or depression, shows itself in a drying up of consumer willingness to buy. This may well occur as a result of apprehension even though there be little, or no, reduction in actual ability to buy.

A stepped-up level of total advertising would do much to offset the psychology of consumer belt-tightening and, thereby, smooth out the flow of goods. Inventory accumulation would be less noticeable and new production and total employment would be supported.

* * *

A MAJOR problem facing our economy is that of finding ways of inducing the consumer and the business unit to maintain a reasonably even rate of spending and investing. By planning advertising budgets and expenditures, in relation to the ups and downs of business, we undoubtedly would level off the top peaks of the boom periods and fill in the valleys of recession.

Historically, many producers and distributors and, consequently, advertising media have ultimately suffered from the practice of "firing" the bulk of advertising ammunition whenever consumers marched, en masse, to the retail stores and figuratively threw their money on the counter. Yet, when this consumer march began to fade, advertising retrenchments were put into effect. Such situations were bound to occur because advertising expenditures were related directly to current, prevailing market demands.

Business cycles have not been caused by—but they have been intensified by—the competitive urge to capture the maximum amount of spendable dollars on the market during boom years. Conversely, the shrinkage in advertising, whenever buyers grew reluctant, helped to generate unwarranted spirals of depression.

If the advertising budgets were given the same consideration as sales salary budgets; if the volume of money expended for advertising were determined by consideration of that which is needed to do the best job in the largest market rather than by a reference to a percentage of an assumed, expected sales figure, we might promote the economic stability desired by all business firms.

* * *

CORRELATION which has, in the past, prevailed in the cyclical swings of general business and advertising is evidently a result of the fact that the majority of firms —there are some exceptions—do not use advertising to better their position in falling markets while, at the same time, maintaining a sustained and adequate level of advertising in times of heavy market demand.

Once business leaders have accepted the thesis that there should not be a direct quantitative, and temporal, relationship between sales and advertising budgets, we shall take a major step toward cyclical stability.

Radio, like other advertising media, has everything to gain and nothing to lose by promoting the concept that advertising can, and should, be a stabilizing device within the business cycle phenomenon. Under such a program of planned advertising the overall and long-range total expenditures for advertising would still adhere to the same underlying rate of growth which currently prevails. Yet,

(Continued on page 36)

Success story: A *little* does a *lot* on WLEE! Take the case of the Richmond coal company that buys only *three* participation announcements per week.

In less than three weeks, this company got 33 new customers! All these new customers telephoned and said they had heard about this coal company on WLEE!

Local Richmond merchants get fast, profitable results like this on WLEE all the time. More and more national advertisers are following their lead. You ought to get the whole WLEE story from your Forjoe man.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO., *Representatives*

Business Cycles

(Continued from page 34)

there would be less of the prince and pauper characteristics to this trend.

* * *

THIS theory of business cycle correction possesses increased emphasis when we consider our current national policy concerning consumer credits. Through the mechanism of the Federal Reserve System, we now tend to tighten up on installment and other credits when business rises appreciably above normal, and to relax these credits when consumer resistance increases.

The Future:

The still unanswered questions in the future business cycle patterns of radio are: How much of the advertising dollar will go to sound broadcasting, and how much to television? Will TV attract new advertising dollars and, hence, raise the total level of advertising expenditures? Will TV take sales revenue principally away from other (non-radio) competitive media?

Economics and science have assured radio of a continued upward growth trend. Radio has had a profitable and substantial expansion in the past. The future holds equally attractive horizons for those stations whose operating policy is grounded on sound economic thinking, and fired by a creative "know-how" in catering to public listening — and looking — tastes.

Some Conclusions:

1. For fully a decade, American businessmen have made decisions under an expanding economy. Not since the sharp—but relatively short-lived—recession in the fall of 1937 and spring of 1938 have we experienced adverse times. This long sustained trend has given some executives the idea that the "old-fashioned" cycle, with its up and down movements, has now become an academic phenomenon of the past.

2. As we move farther away from the artificial stimulants of a war economy, we should recognize that our free, competitive economy cannot run on a completely even keel forever. We are bound to get some alternating fluctuations between good and bad times or, at least, between good and less good times. It is hoped that substantial recessions in business will, and can, be avoided. Yet no tangible evidence exists to justify the opinion that depressions are relegated to the archives of history. Nevertheless, there is hope that business executives will adopt policies which will minimize the swings between boom and bust periods. Planned advertising could be one potent force making for some degree of cyclical stability.

3. Historically, total advertising expenditures tend to fluctuate with the cyclical tides of business. Normally, total advertising appropriations correlate closely with the movements in national income, department store sales and other primary business indexes.

4. The audio broadcasting industry has now moved into a period of maturity, and will undoubtedly experience the cyclical variations common to other lines of business. The "depression proofness" which radio had during the 1929-33 depression is no measure of cyclical immunity for audio radio in the future.

5. Television is a new and vigorous field and, for several years to come, will possess such strong and pronounced underlying growth forces that a recession—or even depression—in general business will not have a serious impact upon the year-to-year expansion in TV income. TV has only recently entered its phase of extensive expansion, and will not experience its greatest rate of total growth for another few years.

6. Sound business policy for AM-FM broadcasters should, perforce, recognize the cyclical character of their industry. In good times, adeqate reserves should be set up against possible periods of recession; costs should be watched and controlled when business is on the upgrade, to avoid or minimize undue and unwarranted expansion in break-even points. Just because broadcasters have not, hitherto, been accustomed to a cyclical downswing, they should not become panicky if and when downswings occur in the future. On the other hand, audio broadcasting will witness the demise of many marginal stations when general business deteriorates—a condition which has rarely existed in the past history of the industry.

7. Long-range planning is of prime importance to broadcasters. The high prosperity years are the periods when stations should get out of debt, or reduce their indebtedness. Capital expansion planning indicates the wisdom of minimizing new capital indebtedness during boom periods, except for emergencies which arise without regard to the cycle.

Examples may be taken from the telephone, electric power and similar industries. They possess continued growth; yet they plan their plant and facilities expansion, not on a year-to-year basis, but on a 5-year, 10-year or longer program. In other words, it is better to project and control new capital investment and new capital expansion on the basis of established trend patterns, than to follow the easy policy of spending more money whenever income is high and, alternatively, pursuing a stringent belt-tightening policy whenever the pocketbook gets a bit pinched.

Likewise with regard to personnel policy, broadcasters should strive to avoid cumulative expansion in staff, just because revenues are large. This industry requires

Q. When is a hillbilly not a local yokel?

A. When he's a WBT star.

For WBT *local talent is as familiar with and familiar to the big-league as Sardi's.*

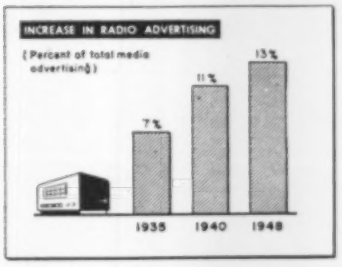
ITEM: You'll see WBT's Claude Casey in the upcoming movie, "Square Dance Jubilee"—his second featured role.

ITEM: You saw WBT's Fred Kirby in the newsreels and newspapers ... riding his horse in last January's inaugural parade — *by special invitation.*

a high type of creative personnel. Employment should be geared to the effective broadcast services of the station, and not merely reflect the amount of available "dough" in the cash register. Undoubtedly, many broadcasters over-expanded their staffs in 1945, 1946 and 1947, largely because they had plenty of income with which to hire more people.

Without a clear concept of staff requirements, based upon service performance, there is a tendency to spend "loose" money on added manpower. When less favorable times arrive, slashes are made. Often these, too, are motivated by the objective of saving "x" percent of the payroll, rather than by careful examination of long-range personnel requirements in relation to programming, operation and sales.

8. Broadcasting—audio and video—has the genuine and logical prospect of offsetting cyclical downswings in business by obtaining a larger share of the total advertising outlay of American business. Adequately merchandised, the radio industry should, within the next few years, expand its "take" of the available advertising dollars to a point where at least 20% of the national advertising outlay goes into broadcasting. This trend, of itself, would afford a rather substantial upward swing from the prevailing level of broadcast revenues and would tend to offset the potential decline in revenues, should a business recession occur.



* * *

Because sound radio has entered into its era of extensive expansion, it is more than ever necessary that the industry promote itself so as to acquire a larger share of the nation's advertising expenditure.

9. Better programming, more aggressive selling and industry promotion, rather than rate cutting, would appear to be the proper policy if radio is to out-compete the competitive media which share in the distribution of the nation's advertising dollars.

10. Marginal units are a characteristic of all non-monopolistic industries in their extensive phase of growth—the phase in which radio now finds itself. The fact that there are many marginal radio stations is not, per se, any indication that broadcasting has lost its vitality. During periods of business prosperity, the number of radio stations breaking even or losing money will be relatively few, but they will, nevertheless, exist. When the business picture turns downward, the percentage of "loss" stations—and even bankruptcies and reorganizations—will increase. Hitherto, radio has not experienced this phenomenon. Yet it is the typical picture for industries in their extensive period of growth. However, as in other industries, the capably managed and well-financed stations will successfully ride the waves of good and bad times, and serve as the leaders of the industry.

All of which adds up to one apparent conclusion: Broadcasters must become more and more industry conscious. Cooperative thinking and cooperative acting will build a sounder fabric for the entire industry and, hence, reflect themselves in benefits to the individual station.

PAPP'S SERIES

Starts Airing Jan. 1

FRANK PAPP, NBC producer-director, who returned last week from a three-month survey tour of European relief centers, announced that six 15-minute transcriptions of his interviews abroad would be released, starting the first of the year, to 900 stations in the U. S.

He also reported that four half-hour network programs, *One Great Hour of Sharing*, under auspices of Church World Service, official Protestant relief organization, would be scheduled by the network before March 12.

STILLI NAMED

Joins WBZ-WBAZ Staff

APPOINTMENT of John G. Stilli Jr., of Philadelphia, as advertising and sales promotion manager for Westinghouse's WBZ Boston, WBZA Springfield, Mass., was announced last week by W. C. Swartley, manager. Mr. Stilli assumes his new position effective immediately replacing Lynn Morrow who is leaving the company to take up permanent residence in Florida.

Mr. Stilli first became associated with radio while attending the U. of Illinois. He announced at the college-owned WILL and at nearby WDWS Champaign. Later he served as staff announcer at WHIO Dayton, O., and WLW Cincinnati and in New York where he freelanced with networks and agencies announcing, writing and producing.

He joined Westinghouse in September 1947, as a producer at KYW Philadelphia. In addition, Mr. Stilli has produced television shows at WPTZ (TV) Philadelphia for the past two years.

W. Earl Bothwell

W. EARL BOTHWELL, 55, founder of the agency bearing his name, died Oct. 12 in Pittsburgh. Mr. Bothwell organized the agency in Pittsburgh in 1935 and had expanded to branch offices in New York, Chicago and Los Angeles.

ITEM: Your great-great-grandchildren will hear WBT's Arthur Smith. Winding up an Eastern theater and nightclub tour, his Quartet stopped off in Washington last month to help enshrine the 2,500,000th record of Arthur's "Guitar Boogie" in the Library of Congress.

ITEM: You can hear the whole roundup of WBT talent for 30 minutes each week on CBS' *Carolina Calling*—now in its 4th year coast-to-coast.

These are only items taken at random. The point is, of course, that WBT talent is a smart local buy for national spot advertisers ...as WBT's first-by-far Hoopers prove. (All week long, WBT leads the nearest competition by an average 152.9%!*) For a big-time buy at small-time cost, ask us or Radio Sales about our big-league hillbillies.

*Oct. 1948-Feb. 1949

Jefferson Standard **WBT**
Broadcasting Company

50,000 watts • Charlotte, N. C. • Represented by Radio Sales

HERMAN BESS

Named WPAT Executive

HERMAN BESS, until last week general manager of WLIB New York, has become vice president of the North Jersey Broadcasting Co., Newark, in charge of sales and programming. The firm operates WPAT and WPAT-FM Paterson, N. J.

Mr. Bess will work with General Manager James V. Cosman in expanding the services of the AM station which expects to transmit a 5 kw signal and operate on a 24-hour basis on or about Nov. 15.

Mr. Bess has been associated with stations in the New York metropolitan area since 1925. He was at one time principal owner of the Wodaam Corp., then operating WOV New York. After a brief period with WAAM Newark, he formed the advertising firm of Bess & Schillin Inc., radio specialists,

Mr. Bess affixes signature while James V. Cosman (r), WPAT Paterson, N. J., general manager, approves.

* * *

and later became vice-president in charge of commercial affairs for WNEW New York. In 1946 Mr. Bess became director of sales at WMCA New York, resigning the post to join WLIB.

NBC SHUFFLE

No Large Staff Turnover McConnell Says

JOSEPH H. McCONNELL, in his first week of office as NBC president, said last week that no large turnover in personnel was contemplated in the reorganization of the network.

Mr. McConnell told BROADCASTING the concept of the reorganization was to "try to use to the best advantage the talent we already have at NBC."

"We are not going to have any revolution at NBC," he said.

He clearly implied, however, that although no sizeable turnover could be expected, many executives and employes would be reassigned.

In response to an inquiry as to when the reorganization would get underway, he said that it already had. He pointed out that the network now has one of the three principal operating chiefs—one each for the radio, television and owned and operated stations divisions—appointed. He is Sylvester L. (Pat) Weaver Jr., vice president in charge of television.

Mr. McConnell would not predict the date on which the appointments of the other two operating chiefs would be announced, but it was believed they would be among the first to be assigned in the reshuffle.

The theory of the reorganization, in addition to improving the administrative and operating functions of the network, is to establish definitive standards for all positions of responsibility, Mr. Mcconnell said.

The establishment of such standards, he said, serves two purposes —it not only enables the company management to match performance against requirement, but it also gives a job-holder a means of checking himself to determine whether he is accomplishing the job he is expected to do.

If an executive or employe knew precisely what the company expected of him, Mr. McConnell said, he would feel more secure in his job than if he were not sure what he was supposed to do.

This system had been tried and proved in other RCA operations, Mr. McConnell pointed out. Booz, Allen & Hamilton, the management consultants who made a complete survey of NBC and prepared the basic reorganization plan, did a similar job at RCA Victor two years ago.

FCC PAY BILL

Clears Conference Hurdle

CONFERES last week agreed on executive pay legislation which would grant Commissioners of FCC, FTC, SEC and other independent agencies an annual salary of $15,000 [BROADCASTING, Oct. 3]. Raises represent 50% increases over present levels.

Pay boosts also were approved for ten Assistant Secretaries of State, including the Public Affairs post which supervises Voice of America activities. George Allen was raised from his present $10,330 to $15,000. All pay increases take effect first day of the first pay period after enactment of the bill (HR 1689).

The $15,000 figure for FCC represents a compromise pushed by 34 Senators as a substitute to the House version which called for $16,000. Stricken before Senate passage of the bill was a provision empowering the President to approve $18,000 for the chairman of FCC and other independent offices.

Classification legislation, covering top-level civil service employes in FCC, also was discussed last week by other conferes. A compromise is expected between the House top ceiling of $15,000 and the Senate's $12,500.

SERIES RATING

Highest in AM History, Crossley Finds

RADIO won its highest ratings in World Series history during the 1949 playing of the five-game classic, according to MBS, which had exclusive rights to carry the games.

A survey made for Mutual by Crossley Inc. put the average rating for the Series at 37.9.

The previous all-time high was chalked up in 1947 at 36.7 when the same Series contenders, Brooklyn and the Yankees, fought for the world title.

Significant in the radio record is the fact that it was scored at a time when television viewing was at a peak. In 17 of the 33 cities surveyed by Crossley, the games were carried on video as well as on AM.

The Crossley figures, when finally broken down, may show that 7 out of every 10 radio homes heard at least one game.

Two-day samples were used in the Crossley computations, except for the final day, when the rating was at 54.6. Two-day calculations were used to make the sample larger. Breakdown on them:

Wednesday and Thursday, Oct. 5 and 6—sets in use 47.1; share of audience 65.0; rating 30.6.

Thursday and Friday, Oct. 6 and 7—sets in use 48.0; share of audience 66.6; rating 32.0.

Friday and Saturday, Oct. 7 and 8—sets in use 50.3; share of audience 73.7; rating 37.1.

Saturday and Sunday, Oct. 8 and 9—sets in use 59.7; share of audience 81.9; rating 48.9.

Sunday, Oct. 9—sets in use 66.4; share of audience 82.3; rating 54.6.

Five-game average — sets in use 52.1; share of audience 72.8; rating 37.9.

The Crossley ratings have been conducted for the Series for 16 years, during five of which all networks carried the series and during 11 of which MBS carried it exclusively.

Satisfaction over theatre telecasts of the games was voiced by S. H. Fabian, president of Fabian Theatres, whose Fabian Fox Theatre in Brooklyn brought big screen television to his moving picture audiences.

He said that receipts from the performances added up to four or five times those that could be expected for regular film features during the period. Concession business also boomed, he said. Box office prices were advanced from 55¢ to $1.20 on weekdays and from 85¢ to $1.85 on weekends.

He praised the RCA equipment used in the telecasts and promised to bring such events to theatre audiences as they become available.

Nathan Halpern, Fabian's consultant on theatre television, said the series proved a success from the point of view of picture quality and audience enjoyment.

NAB PRIMER

Covers World Radio Field

PRIMER on international broadcasting, titled *Who Gets the Air*, has been published by NAB. Text was written by Forney E. Rankin, NAB government affairs director, in collaboration with NAB's engineering and public relations officials.

The 64-page volume appears with decorative cover and is heavily illustrated. It is designed to explain the whole international radio picture, with proper documentation. Publication was ordered by the NAB board at its February 1949 meeting.

The first part is titled "Physical Obstacles to Good Listening." It covers NARBA, the International Telecommunications Convention, sharing of high frequencies, good neighbor conferences and gentlemen's agreements. Part 2 is called "People Speaking to People" and covers UN, UNESCO and Voice of America.

Part 3 deals with government relations, including broadcaster relations with the FCC, State Dept., interdepartmental committees and similar agencies. Part 4, "Relations With Other Countries," discusses foreign propaganda in the U. S., how governments speak to people, and the cooperation of broadcasters in the Americas.

POWER OF FM

FMA Cites Pulse N. Y. Survey

FM broadcasting is concentrated in the biggest buying bracket—upper and lower middle class groups —according to FM Assn. Based on a Pulse Inc. quarterly survey covering 3,000 New York homes, FMA declared the oft-heard theory that FM is enjoyed only by "longhairs" has been disproved.

A socio-economic study of homes with FM showed 13.7% of homes of the rich were equipped, 37.7% of upper middle class, 40.8% of lower middle class and 7.9% of poor homes. In its sample, Pulse broke down its contacts as follows: Rich 7%, upper middle class 24%, lower middle class 41% and poor 28%.

New York metropolitan area has more FM-equipped homes than the number of AM homes in any one of 26 of the 48 states, according to FMA. The survey showed that 41.9% of the sets were bought in 1948 compared to 21.1% in the first half of 1949. FMA concluded 1949 FM set sales in New York may exceed the 1948 FM total despite the falling off in total production of radio receivers.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

October 7, 1949

To the PRESS and RADIO:

Subject: WHAT RAILROADS MEAN TO MOTORISTS

Few people have as great a stake in the continuous successful operation of our railroads as those who own and operate the millions of trucks and private automobiles in this country.

This is true because America could not have built, and could not maintain and operate, its motor vehicles were it not for the basic low-cost mass transportation of raw materials and finished products which only the railroads can provide. Moreover, the great American network of public highways could not have been built, and could not be maintained today, without the essential service rendered by the railroads.

But there is another, and equally important, reason in the fact that railroads help our already overcrowded public highways by moving freight on their own special highways of steel. In 1948, the railroads performed more than 640 billion ton-miles of freight service -- or seven times more transportation service than was provided by intercity motor trucks. It doesn't take much imagination to picture what would happen to our public highways and to motorists if any considerable part of the traffic which moves by rail had to be carried by truck.

The more the nation's freight is moved on the special steel highways of the railroads, the less will be the wear and damage to the public highways, and the lower will be the cost of building and keeping them up. And the more freight that is transported by the railroads, the greater will be the convenience, the satisfaction and the safety with which motorists can use the public highways.

Sincerely yours,

William T. Faricy

KANSAS AUDIENCE
Whan, WIBW Survey Area

SUBSTANTIAL radio listening not shown in most research is found in the audience tuned to sets outside the home and to auto receivers.

This additional listening is shown in the 13th study of the Kansas radio audience, conducted under direction of Dr. F. L. Whan, chairman of the U. of Wichita Committee on Radio. It confirms findings shown in a study of the Iowa audience by Dr. Whan [BROADCASTING, Aug. 29].

The Kansas study was conducted for WIBW Topeka and sent to the trade by Ben Ludy, general manager.

As in the case of the Iowa study, Dr. Whan's Kansas figures show an important amount of additional listening in homes having more than one radio set.

Nearly 9% of the 7,020 families interviewed in the Whan Kansas Survey reported one or more members of the family "regularly" listen to sets not located at home or in the family car. This additional listening occurs as follows: At school 18.8%; office 8.5%; retail store 13%; gasoline station 4.1%; hotel 0.4%; restaurant 0.8%; at work 17.8%; other places of business 6.4%; barn 3.9% (18.5% on farms); other buildings on home place 3.1%; another person's auto 1.5%; in homes of others 17.6%; all others 4.1%.

This type of outside-the-home listening is broken down to 5.5% of farm families, 9.9% of village families and 11.3% of urban families.

Car Radio Use

More than a third of those owning auto-radios use them "almost all of the time" when on long trips; approximately one-fifth use them "almost all of the time" when driving around town or on short trips. Less than a fifth reported they use the radio "not often" on long trips and only four of them reported "not often" on short trips.

With 40% of all Kansas families owning car radios, says Dr. Whan, "broadcasters may feel confident of a 'plus' audience at any quarter-hour of the radio day." Of all car owners in Kansas, 48.9% have auto radios.

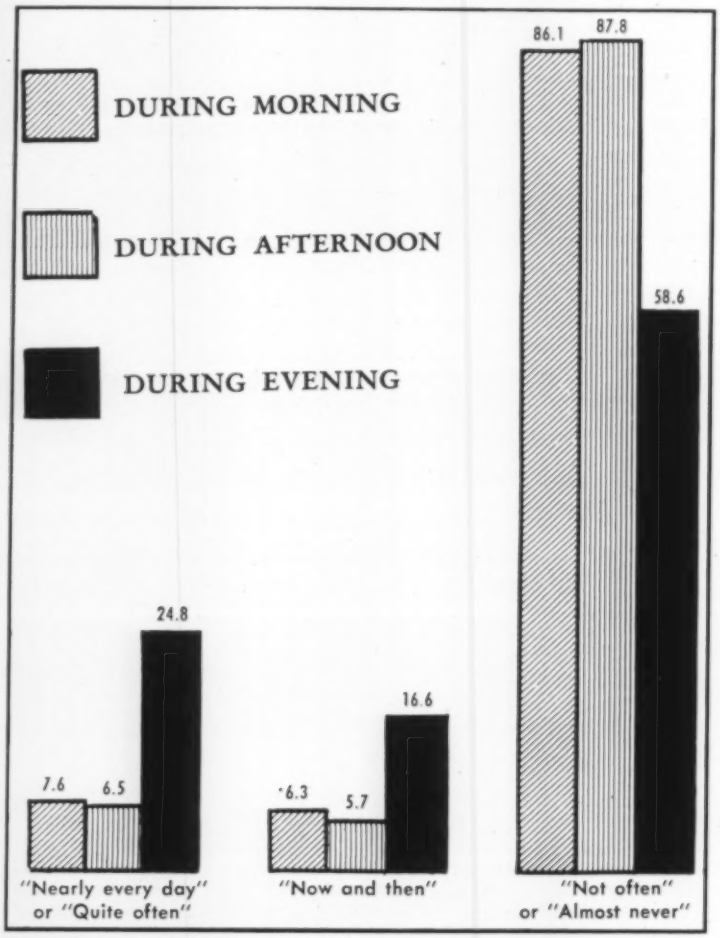
Analyzing number of sets in the home, Dr. Whan found one set in 70.2% of farm homes, 68.3% of village homes and 54.5% of urban homes. Two sets were found in 24.2% of farm homes, 22.3% of village homes and 32% of urban homes. Three sets were found in 4.8% of farm homes, 7.1% of village homes and 9.5% of urban homes. More than three sets were found in 0.8% of farm homes, 2.3% of village homes and 4% of urban homes.

One fourth of all families owning two or more sets use them simultaneously "nearly every day" or "quite often" in the evening, it was found. Simultaneous use of two or more sets in Kansas homes is depicted in the adjoining chart, showing percentages based on replies from 2,444 homes equipped with two or more radios.

More than one set in a home was found by Dr. Whan to increase the number of listeners and the amount of time these listeners hear the radio. This increased amount of listening was found to be 18%

Simultaneous Use of Two Sets in Homes

(percentage of Kansas homes equipped with two or more radios)



(21.6% farm homes, 17.7% village homes, 14.3% urban homes).

A study of types of sets in Kansas homes shows portable sets (AM) in 55.3% of all homes (48.8% farm homes, 49.7% village homes, 61.2% urban homes); non-portable sets (AM) in 67.7% of all homes (69% farm homes, 69.2% village homes, 65.3% urban homes); FM sets in 5.4% of all homes (3.6% farm homes, 2.7% village homes, 8.3% urban homes).

A geographical breakdown of the state into eight districts shows the percentage of homes with FM sets ranges from 4% in the northeastern area to 9.8% in the southwestern corner.

Analyzing age of radio sets, the survey shows that 54.3% were bought before the war, 15.7% during and 42% since the war.

KFI SUIT
High Court Denies Appea

KFI Los Angeles last Monday was refused a U. S. Supreme Court hearing on its appeal from a state court decision holding it lacked jurisdiction in the station's damage suit against a state judge and KVOE Santa Ana, Calif.

The highest court in effect held that denial of broadcast rights to KFI in a murder trial is not the basis for action for $150,000 damages based on usurpation of civil rights under the 14th Amendment and civil rights statutes. KVOE had been given exclusive permission to broadcast the verdict by Judge Kenneth E. Morrison, of the Orange county (Calif.) Superior Court.

Hearing had been opposed by counsel for Judge Morrison and KVOE, the judge justifying his refusal of permission to KFI on his authority to control his own court. In the appeal to federal court, Judge Ben Harrison had ruled that body lacked jurisdiction, holding that state law gave Judge Morrison the right to control his courtroom and also ruling the issue was not one of federal jurisdiction.

The defendants' brief had been argued that the question is whether a judge may "decline to give a radio station coming into the picture at the close of the trial as convenient accommodations as one that has been there the entire time."

ANTENNA SITE
FCC Resumes Hearing On WOR Today

HOPE that Civil Aeronautics Administration will throw a little light on its confused antenna-site policies was expressed at the weekend as the FCC planned Monday morning resumption of its hearing on WOR New York's effort to secure approval of an increase in tower height from 410 to 638 feet [BROADCASTING, Oct. 10].

CAA last week was granted permission to intervene in the case, as were NAB, Television Broadcasters Assn. and Air Transport Assn. of America.

Confusion over CAA's attitude arises from the fact that its New York office approved the WOR application. The CAA Washington office called for reconsideration of this action. In asking to intervene CAA said it is supposed to encourage development of civilian aeronautics and air navigation aids, and desires a complete record of the facts in the case.

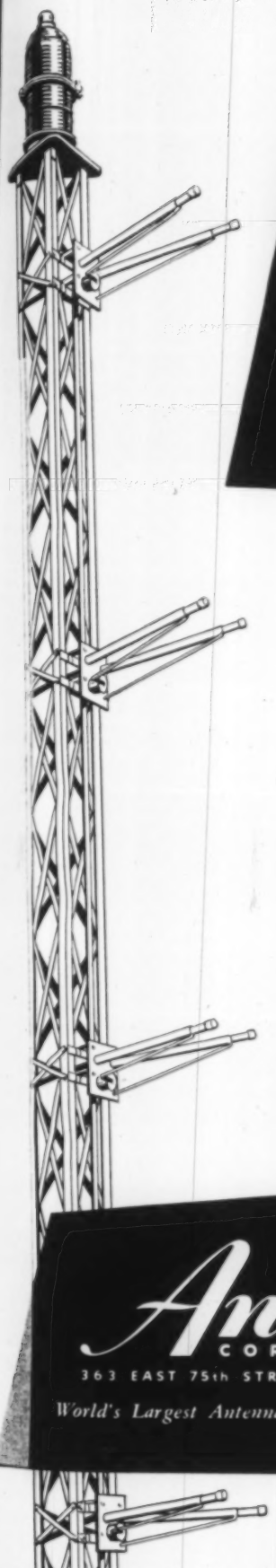
Duke M. Patrick, WOR Washington counsel, contends CAA should go on the record and disclose any specific objections to the grant. CAA thus far has failed to state objections. It was believed CAA would testify this morning (Monday).

In asking to intervene, NAB contended the increased tower height "will not menace aircraft in the Newark airport area." NAB argued it should take part if Air Transport Assn. is to present views and conclusions. The NAB petition was signed by Don Petty, general counsel, and Richard W. Jencks, attorney.

Air Transport Assn. contended 14 of its member carriers use the Newark Airport and said its witnesses will attempt to show the higher antenna would be a menace to air navigation. M. W. Arnold, vice president, and H. L. Roberts, air traffic control specialist of the association, will testify. Paul Reiber is counsel.

TBA asked to intervene on behalf of its member stations. Counsel for the association is Thad H. Brown Jr.

XUM



GIVES YOU TWICE AS MUCH POWER GAIN PER DOLLAR!

NEW *Andrew* MULTI-V FM ANTENNA

TYPE	NO. OF BAYS	POWER GAIN	PRICE
1308	8	7.3	$2800
1304	4	3.7	850
1302	2	1.6	320

This table shows you why the new Andrew Multi-V is your best FM antenna buy!

NOW! Minimize your investment in equipment. Get top performance for only half the cost. The new Andrew Multi-V FM antenna is made and guaranteed by the World's Largest Antenna Equipment Specialists. It's another Andrew "First."

FEATURES

★ **Twice as much power gain per dollar as any other FM transmitting antenna!**

★ Top performance, yet half the cost of competitive antennas.

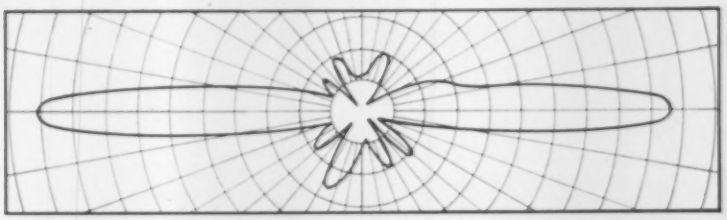
★ Side mounting construction permits installation on towers too light to support heavier antennas.

★ Circular radiation pattern.

★ Factory tuned to required frequency — no further adjustments necessary.

It will pay you to use the Andrew Multi-V Antenna on your FM station. Write for Bulletins 86 and 186 for complete details TODAY.

Andrew CORPORATION
363 EAST 75th STREET · CHICAGO 19
World's Largest Antenna Equipment Specialists



Typical vertical plane field intensity pattern of 4 bay Multi-V FM Antenna.

ANDREW

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NORTHWEST

1130 KC **WDGY**

REPRESENTED NATIONALLY

TEMPIRE *with*

50,000 WATTS (DAY)

25,000 WATTS (NIGHT)

MINNEAPOLIS ● ST. PAUL

New Opportunity for Shrewd Time Buyers...
to get choice time at favorable rates—on a long-established station that has just entered a new era of expansion and progress.

BY AVERY-KNODEL, INC.

Editorial

Can a Corpse Grow?

PROPHETS of radio's impending doom seem to have choked on their own funereal smoke signals, for the time being.

At any rate, the elegists who last winter were prematurely mourning radio's demise seem now to be silent.

The start of the fall round of meetings among media people and advertisers in New York during the past few weeks has been characterized by absence of alarms about what television will do to radio.

Maybe the doom-hollerers are silent now because they are a year older. Maybe it's because radio, instead of dying, seems to be growing—strange behavior for a corpse.

Radio set sales are running ahead of television receiver sales 4 to 1, it was pointed out to the Assn. of National Advertisers this past week by William N. Connolly, advertising manager of S. C. Johnson & Son (see story this issue). The number of radio homes is constantly growing. Can a corpse grow?

Radio's Roaring Forties

CHANGING of the order at NBC is demonstrative of the newer order in radio.

In elevating Niles Trammell to the NBC chairmanship, the parent RCA has freed that network's best salesman and one of the outstanding inspirational sales executives in America from the rigors of overall network management and operations. Even competitive media will agree that Niles Trammell will do more than sell business for NBC—he'll create new business for the mass radio media.

In selecting Joseph H. McConnell for the NBC presidency, the RCA board plucked from its own executive staff a young man schooled in administration and in finance and law. Since 1941 he has moved steadily forward in RCA and only last July was named third in command as executive vice president of the parent company. It was in pursuance of this duty that he figured prominently in shaping of NBC's reorganization project, ultimately to result in full separation (or un-integration) of radio and TV operations, and in the establishment of a distinct owned-and-operated stations unit.

Mr. McConnell's judicious handling of this tough assignment doubtless led to the recommendation of Mr. Trammell that he assume the NBC presidency, to team up with the energetic young Charles Denny, who assumed the executive vice presidency of the network 15 months ago. He had left the FCC chairmanship nine months earlier to join NBC.

Mr. McConnell's appointment, at 43, is indicative also of the vigorous pace of modern radio and TV. Three networks now have presidents in their forties. CBS President Stanton is 41. ABC's top executive—the veteran Mark Woods—at 47, is the dean of network presidents. And MBS President Frank K. White, who assumed office last May, has just turned 50.

The NBC realignment is symbolic of something else too—the era of more aggressive selling in radio and among all media. It reflects pointedly those twin maxims of salesmanship: (1) you send out your best salesmen; (2) the more calls you make the more you're likely to sell.

Cities Service Record

TODAY RADIO ought to have a parade. There will be the band—the Cities Service *Band of America*, which after 22 years in one musical format or another, has held forth Friday nights over NBC. On Sept. 26 it moved to Monday largely by juvenile listener demand because there's always something else doing Friday.

The Cities Service program is the oldest continuous network commercial on the air. It began on Feb. 18, 1927, and it hasn't missed a week since. It was the first program sold by the first network president—M. H. "Deac" Aylesworth, a few weeks after NBC was formed in latter 1926. "Deac" sold it to W. A. Jones, Cities Service president, and it has remained sold. "Deac," since his retirement from NBC's presidency in 1936, has remained as Cities Service radio counsellor.

The story of Cities Service and radio is recounted on another page. It is the original radio network success story. For Cities Service business has increased in ratio to its radio expenditures. It spent $200,000 in radio time in 1927, when its gross income was $158,000,000. In 1948 its time bill was $630,000 and its gross nearly $600,000,000.

Today Cities Service also launches a series of experimental simulcasts, with 16 NBC-TV affiliates to carry the *Band of America* along with the 82 AM affiliates. It is the same "Deac" Aylesworth, who presided over Cities Service first AM program, who moves behind the scenes on its first simulcast.

We are constrained to judge that Mr. A., who a few months ago predicted an early doomsday for what he chose to call "ear radio," may now feel that "ear radio" and "eye radio" not only can live side-by-side, but can thrive together, simultaneously, as if in radio wedlock.

FCC's HCL Increase

RADIO REGULATION is about to come of age—economically, that is.

Twenty-one years ago Congress created the Federal Radio Commission as a temporary body to bring order out of the then existing chaos in allocations. It stipulated a salary of $10,000 per year for the then five Commissioners, the recognized standard stipend for policy-level bureaucrats.

In 1934, the seven-man FCC succeeded the FRC. The $10,000 ceiling remained.

Now, after those 21 battle-scarred years, Senate and House conferees have agreed on increases for the FCC members to $15,000 per annum. Whether the FRC and its successors and assigns have yet delivered radio from chaos is open to serious question, but no one can question the necessity of the pay hike.

It was only because of the assurance from Congress and the White House that there would be salary increases that Wayne Coy agreed to stay on as Chairman—probably until the expiration of his current term in mid-1951. Two and possibly three others had resignation in mind unless the Congress acted.

We have said many harsh things about this Commission and its predecessors over the years—and we've certainly meant them. But we have not been unmindful of the handicaps under which Commissioners have labored. For most of them it was hand-to-mouth.

But we feel that reasonably contented Commissioners—like contented cows—will produce better results.

Henceforth we shall look for homogenized decisions with vitimin B added from the more opulent, but still under-paid, Commissioners.

Our Respects To—

JOSEPH HOWARD McCONNELL

JOSEPH HOWARD McCONNELL, the tough-minded administrator who was picked from the top command of RCA to direct the reorganization of NBC as its president, is not easy to classify.

He is a Southerner with a Southerner's affable manner, but he is canny enough to trade a spavined horse to the shrewdest Yankee. He is a scholar with a Phi Beta Kappa key, but was also a center on the Davidson College football team and later a coach at the U. of Virginia. He is not ill at ease in a locker room conversation, but he is equally unabashed in arguing an intricacy of corporation law.

In RCA, a corporation which is not the least formal of U. S. businesses, Mr. McConnell calls his superior "boss" and, within days after moving to NBC, was on a first-name basis with subordinate executives.

His diversity of interests, however, has not conspicuously hampered his progress. Seventeen years ago, fresh out of law school, he earned $900 in his first year of practice. Today his salary, although not a matter of record, is known to be in excess of $75,000 a year.

Mr. McConnell was born in Chester, S. C., May 13, 1906. His parents were residents of Davidson, N. C., where the elder McConnell was dean of Davidson. They journeyed to Chester only because they wanted Dean McConnell's brother, a Chester physician, to deliver their child.

Once Joseph McConnell arrived, the family returned to Davidson, and it was there he grew up. He attended public schools and entered Davidson College.

At that time Mr. McConnell was bent on a medical career. By the time he graduated, however, he had turned against medicine. His degree was in chemistry.

It was the conviction of Mr. McConnell's father that a young man ought to teach school for a while before making his final decision on a career. Accordingly, young McConnell got a job at boy's preparatory, in Virginia, where he taught chemistry and coached football.

After a year of that, he elected to study law. The U. of Virginia offered him a job as coach of the freshman football team and scout for the varsity. In a feat that could be accomplished only by a man with slight regard for sleep, Mr. McConnell held the coaching and scouting jobs and simultaneously took a full course in law, finishing in par—three years.

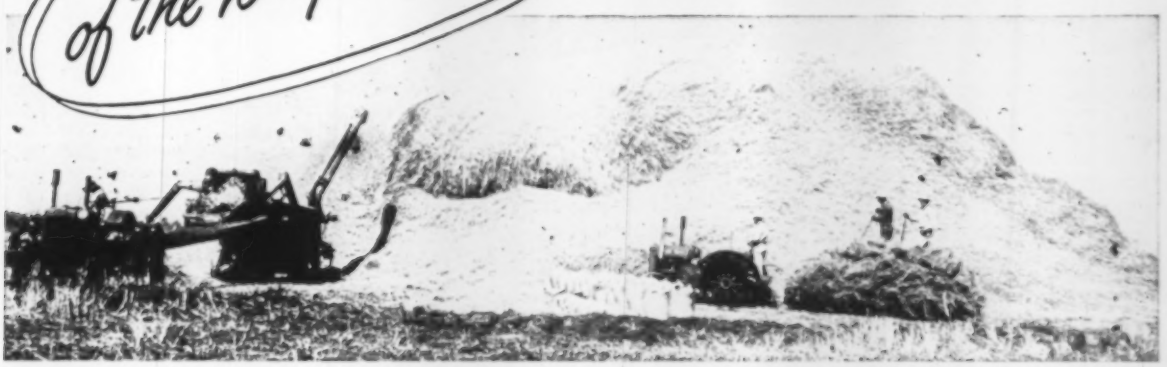
Mr. McConnell bore an even heavier burden in those three years than is immediately ap-

(Continued on page 46)

XUM

3 Beauties of the Deep South

1. ALBANIA PLANTATION, Jeanerette, La. Built in 1842 by Charles Grevemberg. Since 1910, Albania's 1,100 acres of sugar cane and this beautifully preserved mansion have been owned and maintained by the City of New Orleans.



2. RICE THRESHING near Kaplan, Louisiana. This rich, farm area leads the nation in rice production. High yields and wide crop diversification are other important reasons why WWL-land exceeds the national average in increased income, increased buying power, and general prosperity.

The greatest selling power in the South's greatest city

50,000 WATTS CLEAR CHANNEL CBS AFFILIATE

3. WWL'S COVERAGE OF THE DEEP SOUTH 50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.

ABC REALIGNS

Day, Simmel Get New Posts

REALIGNMENT of executive duties in ABC's spot sales and cooperative program departments was announced last week by Murray Grabhorn, network vice president and manager of owned and operated stations.

Mr. Simmel

Harold B. Day, former cooperative program sales manager, has been named to the newly created post of director of radio and television sales development for spot sales, while Ludwig W. Simmel, formerly business manager of the cooperative program department, has been appointed department manager.

Reorganization was planned by the network to coordinate the operations of spot sales and cooperative program departments, and to provide faster special services for advertisers and agencies, it was said.

Also involved in the shifting of duties is Frank Atkinson, formerly sales service manager of cooperative program sales, who has been named assistant to the manager of the cooperative program department. Tom Black, who has been manager of sales development, ABC spot sales, becomes manager of radio sales development, cooperative program department.

Management

CLIFFORD A. McKAY, former commercial manager of WTAN Clearwater, Fla., appointed acting manager of station succeeding the late **DENZIL PULLEY**, recent victim of automobile accident [BROADCASTING, Sept. 26].

TOM SLOAN, formerly of British Broadcasting Corp. North American Service, appointed assistant BBC representative for Canada, and is now at Toronto BBC office.

REX PREIS, assistant manager of KTSA San Antonio, Tex., and before that commercial manager for station, resigns. He was with station for more than 10 years. Future plans have not been announced.

WILLIAM S. PALEY, CBS board chairman, arrives in Hollywood today (Oct. 17) for two weeks conferences.

HUGH B. TERRY, vice president and general manager of KLZ Denver, elected general trustee of Colorado Div., American Cancer Society.

WILLIAM H. SPENCER, general manager of WHOT South Bend, Ind., named co-chairman of commerce division for local Community Chest Campaign.

Respects

(Continued from page 44)

parent in the record. He not only had to hold his coaching job and get through law school but also to make Phi Beta Kappa to boot.

It had been a source of disappointment to his father, who came of a family of Phi Betas, that his son had failed in admission to the honorary scholastic fraternity in his undergraduate days. Law school, the young man realized, provided a last chance to redeem himself.

Mr. McConnell, haggard from his rigorous three-year schedule, was offered a position with a West Palm Beach law firm upon graduation. He knew very little about the firm, but, in his depleted state, he could not resist the restorative promises of the community.

"Man, that was a job," he recalled the other day. "I earned $900 in a year."

Although still an admirer of the West Palm Beach climate, Mr. McConnell accepted an opportunity to abandon the penury of law in the region and to join a firm of barristers in Charlotte, N. C. "It was close enough to home that I knew I could at least be sure of eating," he explains.

Mr. McConnell chose, a year later, to quit the Charlotte firm and go to Washington as an attorney in the newly organized National Recovery Administration.

Charlotte's Pride

Despite the fact he has not returned to residence since then—it was 1933—he is not forgotten there. A week ago the *Charlotte Observer*, a journal of profound local pride, presented the news of his election as NBC president on page one.

Mr. McConnell worked in the NRA until its dissolution in 1935. Then he joined the New York law firm of Cotton, Franklin, Wright & Gordon. In the last four years of his association with that firm, he spent most of his time in legal service to the RCA Manufacturing Division.

He finally abandoned private practice in 1941 to become a member of the legal staff of the RCA division, which later became RCA Victor. Within a year after he joined the company he became general counsel of the division and three years later was elected a vice president.

From April 1947 to January 1949 he served RCA Victor as vice president in charge of law and finance. Last January he became vice president in charge of finance for RCA, the parent company.

Only last July he was elected executive vice president of RCA, a position which had not been filled since 1934, and became the No. 3 officer in the RCA command.

During his service with the parent company, he worked closely with Booz, Allen & Hamilton, the management consultant firm which has been appraising the functions of NBC. A year before that, he had been an important figure in a similar management survey of the RCA Victor Division.

In 1936, when he had become established in the New York law firm, Mr. McConnell married Elizabeth Bernard, of Jacksonville, Fla., whom he had known since childhood. Miss Bernard's father and his jointly operated a summer camp for boys.

The McConnells have three daughters, Elizabeth, 11, Mary Meade, 8, and Catherine, 2½. They live in Bronxville, N. Y.

Mr. McConnell owns to only two hobbies—golf, in which he indulges regularly and with average competency (his handicap is 14), and deep sea fishing, which he manages less often.

He is a member of Kappa Alpha, Southern—the same fraternity to which his NBC predecessor, Niles Trammell, belongs—Phi Delta Phi (a legal fraternity), the Rittenhouse Club of Philadelphia, and the University Club of New York.

ALABAMA MEET

Fell Urges Cooperation

RADIO and newspapers "must stand shoulder to shoulder" to enjoy equal protection from any government agency that might try to intimidate or gag them, Charles A. Fell, managing editor of the *Birmingham News-Age Herald*, told the Oct. 6-7 fall meeting of the Alabama Broadcasters Assn. Sessions were held at Tuscaloosa.

Howard E. Pill, WSFA Montgomery, presided as association president. At the opening day luncheon Easton C. Woolley, NBC stations relation department director, said the challenge of TV competition should stimulate broadcasters to realize radio's full potential.

Taking part in a sales panel conducted by James E. Reese, WWWB Jasper, were Bert Bank, WTBC Tuscaloosa; Malcolm Street, WHMA Anniston; Hugh Smith, WGWC Selma, and Clarence Persons, WAPI Birmingham. Lionel Baxter, of WAPI served as moderator of a program panel assisted by John Kirkpatrick, WCOV Montgomery; Mrs. Wilhelmina Doss, WJRD Tuscaloosa; John Garrison, WFUN Huntsville; W. C. Needham, WTBF Troy, and Gene Plumstead, WSGN Birmingham.

Students of the U. of Alabama, on whose campus the meeting was held, presented a skit, "The Miracle of Radio," at the banquet. Frank M. Headley, of Headley-Reed Co., spoke at the Friday luncheon [BROADCASTING, Oct. 10].

Allen M. Woodall, WDAK Columbus, Ga., NAB District 5 director, discussed the NAB's activities on behalf of the industry. Dr. Kenneth H. Baker, BMB acting president, reported on the second coverage study. Mr. Woodall showed the NAB slide film, "How To Turn People Into Customers."

Commercial

FORD BILLINGS, formerly associated with WEIM Fitchburg, Mass., appointed commercial manager for WWCO Waterbury, Conn.

CHARLES J. HOBAN and **IRVING F. TEETSELL** named to sales staff of WFIL Philadelphia. Mr. Hoban operated his own public relations business for last four years, and was active in selling, advertising and merchandising for many years previous to that. Mr. Teetsell formerly was general manager and sales manager for WFPG Atlantic City, N. J. He also did sales work for WJTN Jamestown, N. Y.

HOWARD SELGER, formerly with NBC and ABC in sales research, joins promotion department of Edward Petry & Co., New York, station representative.

NORMA F. HESLIN joins commercial staff of WDRC Hartford, Conn.

ROBERT L. GERSON, formerly of technical staff of WSB-TV Atlanta, Ga., joins commercial department of WBS and WSB-TV.

KISD Sioux Falls, S. D., **WTXL Springfield**, Mass. and **WVVW Fairmont**, W. Va., appoints **Donald Cooke Inc.** as national representative.

KENNETH L. CARTER, account executive for WMAR-TV Baltimore, resigns. He is former sales manager of WBAL WBAL-TV Baltimore. His future plans have not been announced.

CHARLES D. MELTON appointed commercial manager of WSIC-AM-FM Statesville, N. C.

WNJR Newark, N. J., appoints **Wm. G. Rambeau Co.**, Chicago, as national representative.

LEE REDFIELD, formerly with John Blair & Co., ABC and Redfield-Johnstone Agency, joins television sales staff of Edward Petry & Co., New York, station representative.

WWCO Waterbury, Conn., appoints **Robert S. Keller Inc.**, New York, as national representative.

RICHARD E. GREEN, manager of national sales and service at KOMO Seattle, named radio co-chairman in local Community Chest campaign.

KSDO San Diego, KCMJ Palm Springs and **KVEN Ventura, Calif.**, all name **Western Radio Sales of Hollywood** as their representative.

FRANK G. MORELAND becomes account executive in Los Angeles office of John Blair & Co., Chicago representative firm. He is former manager of W. S. Grant Co., San Francisco, and account executive at KSMA Santa Maria, Calif.

ROBERT SCHLINKERT, assistant sales manager of WWJ-TV Detroit, is the father of a girl Judith.

FTC's Mason Sworn In

LOWELL MASON, reappointed by President Truman to the Federal Trade Commission for his first full seven-year term, was sworn in to the Commission last week. His new term, retroactive to Sept. 26, runs through Sept. 25, 1956. He joined the Commission in 1945.

A Service of Broadcasting Newsweekly

TELECASTING

OCTOBER 17, 1949

TV SESSIONS LENGTHEN

Hope of December End Abandoned

HOPE of completing the color television hearing before late December was officially abandoned last Thursday as FCC reached the end of the third week of its increasingly complex color investigation [BROADCASTING, October 3, 10].

With this hope went any remaining likelihood that hearings on other far-reaching phases of the overall television review—including the opening of UHF channels, changes in black-and-white standards, and nation-wide allocations—could be undertaken before the new year.

There was also speculation that the Commission, when it finally finishes what started out as a three-week hearing on color, may elect to decide the color question before launching into the next and perhaps equally l o n g-d r a w n phases.

Unless FCC follows repeated industry suggestions and lifts the current licensing freeze without waiting for final determination of the other issues, this could mean the ban on new black-and-white grants, in effect for more than a year, will remain until spring or perhaps summer.

The Commission's revised color time-table calls for 3½ days of hearings per week until about Oct. 27, followed by a recess until the week of Nov. 1, when the CBS and RCA color systems and black-and-white transmissions by Allen B. DuMont Labs will be shown comparatively.

San Francisco Trip

FCC then will go to San Francisco to witness a demonstration of the color system of Color Television Inc. during the week of Nov. 28 ("in no event later than Nov. 30"), after which cross-examination of the various witnesses will be started Dec. 5.

For the most part there has been no cross-examination, which is expected to take at least as long as the direct testimony. Dr. Charles Willard Geer, physics professor at the U. of Southern California, who outlined the principles of his electronic color receiver tube last Thursday, was cross-examined the same day. Dr. Peter C. Goldmark, developer of the CBS color system, will go on the stand for cross-examination today (Monday), in view of his plans for early departure to attend demonstrations of his color system in London and on the continent [CLOSED CIRCUIT, Sept. 19].

In order to cut down the time needed for cross-examination in the period starting Dec. 5, and also to eliminate "unnecessary trips" for those of whom no further questioning is desired, FCC asked participating counsel to file by Nov. 18 a "cross-examination form" for each witness they want to interrogate.

The date when the interim recess of the hearings will commence will depend upon the time needed to complete the direct testimony of all the participants. FCC said "it is anticipated" that this may be completed by Oct. 27. Until then, the hearings will be in session only from Monday through noon Thursday of each week, giving the Commission a chance to spend a day and a half per week on other pressing business.

Announcement of the new time-table came at the end of a week in which the Commission, in sequence:

1. Had its first look at RCA's color system, the second to be demonstrated officially (see story this page);

2. Heard the inventor of the rival CBS system, shown the week before, voice "grave doubts" that RCA's will "ever emerge from he laboratory";

3. Received manufacturers' time and cost estimates on adapters and converters for the CBS technique, as forecast a week earlier in statements of CBS witnesses [BROADCASTING, Oct 10].

4. Heard Dr. Greer explain his three-color single-tube plan and call for adoption of color standards "not immediately, but soon";

5. Was told by a witness for Color Television Inc., opening his firm's presentation, that with a single direct-view three-color tube,

(Continued on page 54)

RCA'S COLOR

Equipment Completed in 77 Days

RCA COLOR television took the spotlight in a virtually continuous series of showings in Washington last week, with what started out as an admittedly disappointing official demonstration to the FCC adjudged greatly improved at week's end, four days later.

Although RCA officials made no attempt to alibi for Monday's demonstration to the Commission, it was pointed out that the equipment had been developed under pressure and was in use in the official showing just 12 hours after it reached Washington from the RCA plants in Camden.

It was known that work on the equipment shown the Commission had been done in but 77 days, at a cost estimated at approximately $500,000. Four days later observers saw marked improvement in its performance, though it was still lacking in fidelity and resolution. Many engineers argued that this showed what might come with additional development. RCA authorities have suggested a minimum six months of field testing.

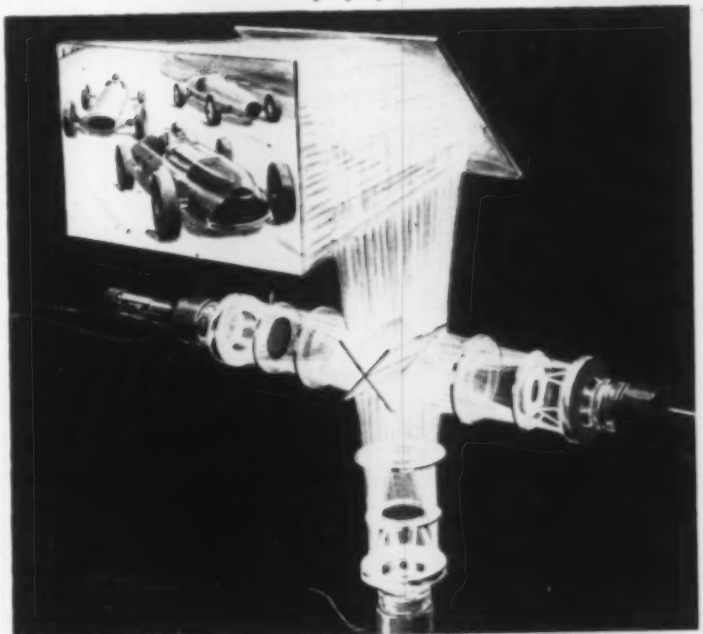


DIAGRAM of RCA's color television projection picture-reproducing system, using three projection kinescopes, reflective optics and a pair of dichroic mirrors. The kinescopes direct primary colors, after unscrambling color signal, onto the viewing screen via a refractive optical system. Each projection is of a different color—red, blue and green—which combine into a full color picture.

First Showing

In Monday's showing, first exhibition of the RCA system outside the laboratory, color signals were transmitted over the standard Channel 4 (66-72 mc) facilities of NBC's WNBW Washington, in the Wardman Park Hotel, and picked up on RCA color receivers in the Washington Hotel. Air distance was about 2¼ miles. Developments included:

● Revelation that RCA is concentrating research on a single full-color kinescope tube slated for completion in 6 to 12 months. System now uses three tubes, one each for red, green and blue.

● Announcement that the single, full-color tube would be used in some of the first color sets produced if FCC approves RCA's system.

● Report that RCA is giving exacting attention to a number of color TV problems and principles, including a virtually new 6-mc "compatible" color system which

(Continued on page 48)

RCA's Color

(Continued from page 47)

may be ready in another six months or a year.

Comments on Monday's tests ranged from disappointment to acclaim for the principles of RCA system, with CBS observers outspoken in their criticism (see story this page). The issues centered on color fidelity and problems of image registration and optical focus, resolution and detail. Most impressive to many observers was the degree of compatibility reflected in monochrome reception of color signals on standard black-and-white sets.

RCA engineers indicated the test was not all that had been hoped for in view of many "bugs" that appeared at the last minute, but they stuck firmly to their affirmation that fundamentally RCA's system is technically superior. They claimed the operative kinks that developed can be ironed out easily when treated separately.

One RCA official reported that at 1:30 a.m. Monday all of the receivers were in perfect register and color, but that by the time of the demonstration at 10 a.m. natural inclinations to adjust sets "just a shade better" had resulted in the opposite effect. He indicated a better showing could have been made if only four more days had been available to arrange the many complex details.

RCA's claim that its system is completely compatible with existing black-and-white television was given a crucial test Monday evening on the NBC television network. Studio color demonstrations on Monday afternoon at WNBW ran right up to network time and black-and-white cameras had not been warmed up. The network program, *Kukla, Fran & Ollie*, also featured in the tests, was picked up by the color cameras and the resulting WNBW color signal was fed into the coaxial network.

WNBW reported that several outlets in the Midwest reported the detail and clarity of the program, which came out in monochrome, were better than past monochrome transmissions.

Commission Chairman Wayne Coy, who is presiding over the TV hearing, and Comrs. Hennock, Jones, Sterling, Walker and Webster headed the FCC group participating. Brig. Gen. David Sarnoff, chairman of the board and chief executive officer of RCA, was present, as were Niles Trammell, newly-elected chairman of the board of NBC, and a host of other RCA-NBC officials.

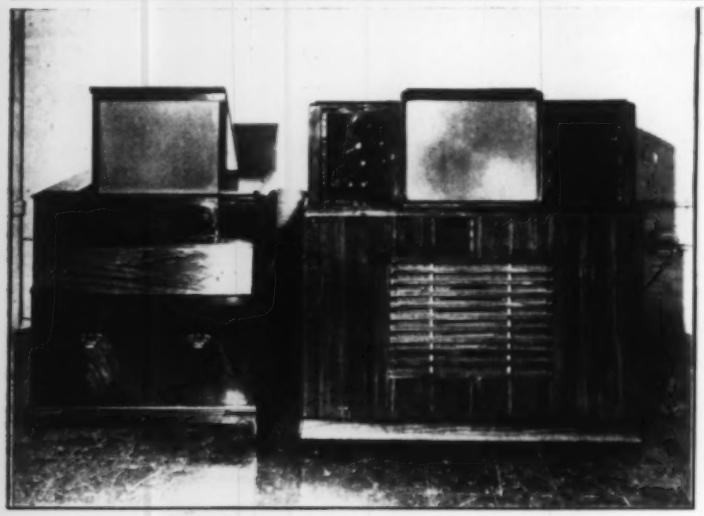
RCA showed its color TV throughout the week to representatives of other government agencies, Congress, the military, communications attorneys and engineers, Washington and New York advertising executives, NBC affiliates and RCA licensees and distributors, the diplomatic corps and others. Some 15 demonstrations will be concluded Wednesday and Thursday this week when an estimated 3,000 persons will have seen the tests.

McConnell Introduced

At the demonstration Thursday afternoon for NBC affiliates, Mr. Trammell introduced Joseph H. McConnell, former RCA executive vice president who has succeeded him as president of NBC [BROADCASTING, Oct. 10]. Approximately 250 persons were on hand.

Dr. Elmer W. Engstrom, vice president in charge of research for RCA Labs., described Monday's official demonstration as it proceeded. The battery of color and monochrome receivers included:

Direct view color receiver using three 10-inch kinescopes and two dichroic mirrors [This set blanked out just before test through failure of high voltage circuit]; color receiver using two-color reproducing system; projection three-color set using reflective optics and magnifying lens with small picture; projection three-color set with 15 x 20 inch picture using reflective optics; direct view color converter using three 10-inch kinescopes and two dichroic mirrors; standard monochrome set to which was fitted a color converter using three small projection kinescopes and refractive optics; standard monochrome set to which color converter was added using two-color system; and black and white direct view sets having 10 and 16-inch tubes and monochrome projection set with 15 x 20 inch picture, for comparison purposes.



COLOR set (r) of Color Television Inc., alongside a black and white projection receiver.

RCA trains its color TV cameras on entertainer during demonstrations before the FCC and industry representatives at WNBW (TV) Washington studios. Lower photo shows Richard C. Webb, research engineer of RCA Labs, explaining the inside of one of the new cameras. In center foreground appear two dichroic mirrors which allow green rays to pass through to lens of center image orthicon tube, while reflecting red rays via a silvered mirror to right-hand tube and blue rays to another mirror to tube on left. In rear some of the camera's electronic control elements can be seen.

The initial demonstration was a half-hour entertainment program telecast in color by WNBW. The show began with the NBC television puppet personalities, *Kukla, Fran & Ollie*, who introduced other specialty numbers.

Metropolitan Opera's Gladys Swarthout, who sang "Habenera" from *Carmen*, appeared in a yellow gown with a ruffled skirt of various hues. Some observers considered the color reproduction somewhat artificial and said it varied according to the receiver being observed. The background for this and other scenes appeared to vary from shades of dark blue to different lights and darks of green, many noted.

Juggler Rudy Cardenas followed, wearing a light cream costume patterned down the front with a colorful flower-like design. Certain witnesses commented that his movements appeared much more free than those of the juggler who appeared in the CBS showing of a fortnight ago [BROADCASTING, Oct. 10].

Before the test had started, Dr. Engstrom explained that "we are not in a position, of course, to demonstrate things such as flicker, color break-up, lack of smoothness of motion, because in the particular system we are proposing these effects do not show up for any practical conditions of operation, because the conditions are equivalent to that of the black-and-white system."

In one sequence some witnesses commented that as the dancers moved about they appeared to step into a red spotlight.

Miss Swarthout reappeared in a rose gown to sing a duet with Dickenson Eastham, understudy to Ezio Pinza, star of the Broadway play, "South Pacific." Commercial possibilities of color television were demonstrated in lighter vein by Sid Stone, comedian "pitch man." Music was provided by 19-piece NBC orchestra under direction of Norman Cloutier.

Following the live telecast, RCA demonstrated 16 mm color movie film strips and Kodachrome slides. At this point Dr. Allen B. DuMont, TV manufacturer and broadcaster who is one of the chief opponents to adoption of color at this time, requested that the contrast and brightness of the monochrome receivers be turned up to their "normal" values. After adjustments

(Continued on page 50)

XUM

WCAU

"The Philadelphia Bulletin Station"

announces the appointment of

RADIO SALES

Radio and Television Stations Representative . . . CBS

as its representative

in New York

effective October 17, 1949

*(*WCAU *is already represented by Radio Sales*

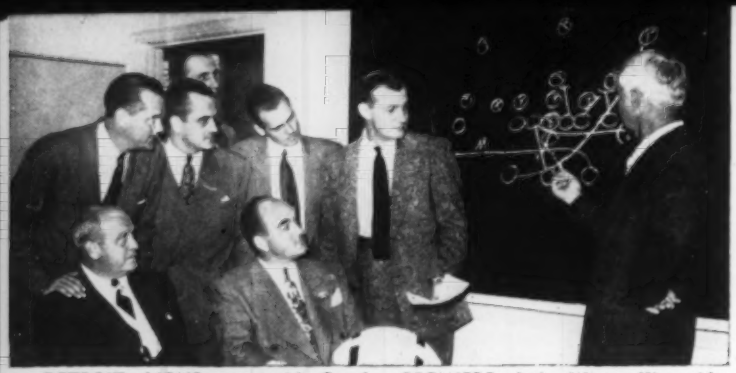
in all other markets.)

WCAU

50,000 watts

a CBS affiliate

Philadelphia



DETROIT LIONS pro grid Coach Alvin (Bo) McMillin (r) prepares for new WWJ-TV Detroit weekly series *Inside Football* with (l to r): front—Goebel Brewing Co.'s (sponsor) V. P. Charles E. Carey and Pres. Edwin S. Anderson; rear—Allison Monroe, Brooke Smith French & Dorrance; Barnum P. Coolidge, Goebel; Keith T. McKenney, WWJ-TV; Hugh Hole, BSF&D, and Willard E. Walbridge, WWJ-TV.

PREMIERE of the Wayne King video show on NBC-TV from Chicago is planned by (l to r): Paul McCluer, NBC Central Div. sales manager; A. W. Peake, president of Standard Oil of Indiana, sponsor of Thursday evening show; Homer H. Havermale, McCann-Erickson, Chicago acct. executive; Jules Herbuveaux, Central Div. TV manager, and Wesley I. Nunn, Standard Oil advertising mgr.

PICTURED at the press prevue for *The Life of Riley*, which premiered on NBC-TV Oct. 4, are (l to r): O. C. Willemin, Pabst Brewing Co. division sales mgr.; Sylvester (Pat) Weaver, v. p. in charge of NBC-TV, and Edward J. McHale, senior district sales mgr. of Pabst, sponsor of the program.

NILES TRAMMELL (l), NBC chairman of the board, and Forbes Ryder, v. p. in charge of sales for the Hoffman Brewing Co., distributor of Pabst Blue Ribbon Beer, chat at the press prevue of *The Life of Riley* (started Oct. 4). Jackie Gleason is star of the NBC-TV show.

PIEL'S BEER sponsored telecasts of boxing matches will beam out from WOR-TV New York transmitter tower, sketch of which is shown by R. C. Maddux (r), WOR v. p. in charge of sales, to (l to r) Bill Barech, Piel's adv. mgr., and William Esty agency officials, Kendall Foster and George Oswald.

FREDERICK (Ted) LONG (l), Geyer, Newel & Ganger radio-TV dir., shows "K Man" character to be highspotted on new G. Kreuger Brewing Co. weekly boxing telecasts over DuMont's WABD-TV New York, to (l to r) Dennis James, sportscaster; Andy Love, jingle writer, and David Gross, DuMont acct. exec.

DON'T KILL COLOR TV

Dr. De Forest Urges Compatible Syste

DR. LEE De FOREST, pioneer radio inventor, last week urged adoption of a compatible color television system and said he had abandoned work on a mechanical system of his own because it lacked compatibility.

He said he thought it would be "disastrous" if the FCC acted in any way to inhibit television's growth.

"The only way that color can come about, without serious harm to the television industry, is by means of a compatible system," he said.

Dr. De Forest reported he had been working for two years on a mechanical color system which varies from that developed by CBS in that no color disc is used. Dr. De Forest's system uses a color filter which is no larger than th face of the receiver television tub

The filter moves in an orbit pattern, agitated by a small mot that is synchronized with th transmission frequency. Althoug he said he had quit work on tran mission aspects of his system, D De Forest reported he thought th mechanical filter technique migh be adopted as a device to conver black-and-white sets to receiv RCA color transmissions.

He said he intended to discus this possibility with top RCA La executives this week.

The veteran engineer spoke fa vorably of the RCA color demon strations which he observed i Washington last week. He sai he had not seen the current dem onstrations of CBS color.

RCA's Color

(Continued from page 48)

were made, some observers noted that the comparative values of the color pictures dropped considerably.

Dr. DuMont also asked that black-and-white transmission be made for comparative purposes. After RCA switched to monochrome cameras, Adrian Murphy, CBS vice president and general executive, stated that all the color receivers "showed very major differences in color from very bright pink to greens and oranges."

It also was observed that Dr. Engstrom had to call the WNBW crew to tell whether they had switched back to the color cameras from monochrome.

At CBS' request, the ambient illumination of the demonstration hall was measured at two locations and found to be 0.12 foot lamberts. Some observers thought this less than normal viewing condition.

Mock-up of a small field camera for color work, now under development and slated to be ready by next spring, was shown along with a new midget image orthicon tube measuring only one by six inches. Dr. Engstrom explained the small tube has been used in non-broadcast black-and-white experimentation. Its image size is about that of a 16 mm film, it was explained. Similarly, the 16 mm movie line of lenses would be used with the tube.

In showing the principle of the single full-color tube being investigated, Dr. Engstrom emphasized that such a tube would greatly simplify the converter and receiver problems, including image and focus registrations. "It is for that reason," he said, "we are placing real emphasis on our research and development program so that we hope shortly to be in position to have such a tube."

RCA omitted tests by microwave and coaxial cable, Dr. Engrstrom said, because "we did not have the time to prepare for this demonstration and its program and at th same time do the work necessar together with the telephone com pany to arrange for the switchin and other matters." He said suc tests would be shown later.

Still in Future

Immediately following the morning session, Dr. DuMont stated that the tests had "confirmed" his belief that practical color television was still some years away. He noted the effect of varied colors on the sets when monochrome signals were telecast.

The afternoon was devoted to tours of the WNBW facilities and inspection of the color studio equipment. A series of entertainment features was presented to enable a direct comparison on a large three-tube set in the studio.

NAMES PETRY

To Represent WOAI-TV

APPOINTMENT of Edward Petry & Co. Inc. as national representative for WOAI-TV San Antonio, which will begin operations next month, was announced last week by High A. L. Halff, president and general manager of WOAI and WOAI-TV. Mr. Halff stated the appointment was determined by Petry's plan of operations and television sales and the "gratifying results of the firm's representation in AM broadcasting over a period of many years."

WOAI-TV, the first television station in South Texas, will begin test pattern operations early in November with commercial programming scheduled to start in December. Station is assigned to Channel 4 and is basically affiliated with NBC. It is expected to carry other TV networks on a non-interconnected basis.

XUM

WBRC-TV

BIRMINGHAM, ALABAMA

ANNOUNCES THE APPOINTMENT OF

BLAIR-TV INC.

AS NATIONAL REPRESENTATIVES!

Today, it's *see Blair-TV* for information on WBRC-TV, Birmingham. *Blair-TV*, because it's an organization of *experienced* men, devoting *all* their time and talents to SPOTelevision . . . making it work for station and advertiser alike. *WBRC-TV*, because it dominates one of the South's biggest, richest, most TV-conscious markets!

If you advertise, it will pay you *now* to know television, WBRC-TV and the big Birmingham market. For accurate facts on all three, ask any Blair-TV man today!

WBRC REPRESENTED BY **BLAIR TV INC.**

Birmingham, Alabama

New York • Chicago • St. Louis • Detroit
Los Angeles • San Francisco

Telestatus

New Technical Developments for T

(Report 81)

WU's Telcoarc Lamp

THE answers to some of television's more stubborn lighting problems may be provided by a new high-power, high-intensity electric light, named Telcoarc described Friday by W. D. Buckingham, assistant to the electronics research engineer of Western Union Telegraph Co., in a paper presented before the Society of Motion Picture Engineers convention in Hollywood.

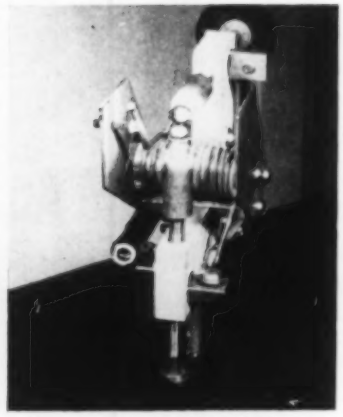
Light source of the new lamp, which operates in the open air and not in a glass bulb, is a pool of molten zirconium two-tenths of an inch in diameter. Maintained at a temperature near 6500 F, this source is one-eighth as bright as the sun, Mr. Buckingham said. The light, which has a brightness 20 times that of the tungsten filament lamp, totaling 20,000 lumens with a maximum brightness of 130,000 candles per square inch, is an outgrowth of WU's wartime research in military communications, he reported.

Asked about the uses of the Telcoarc in TV, Mr. Buckingham said that it will probably be used chiefly for illumination. However, he added, the new light may well be used for the projection of background lighting and scenes for sudio shows. When a 5 kw tungsten filament lamp was used for such projections, so much heat was generated that the slides had to be watercooled, he stated. The same light, 2,000 lumens, can be produced by a 1 kw Telcoarc lamp, he said, and comparatively so little heat is produced that a slide can be left in for an hour without harm.

Telcoarc's small electrode which can be replaced when exhausted.

The Telcoarc will be "ideal" for flood and spot lighting and searchlights, Dr. Buckingham stated. He predicted that it also will have wide medical and scientific use and will be of special importance to color photography. No prices have been set for the Telcoarc lamps as yet, but they will be priced competitively with the tungsten lamps, he said. Manufacturing plans also are unsettled, but it is expected that WU will license lamp companies to produce them rather than enter this field itself.

* * *



Working parts of the Telcoarc lamp.

* * *

Mr. Buckingham examines the light from the Telcoarc through a dark filter.

CBS-B&B Projector

FOR reportedly the first time in television history, last week during the telecast of *This is Show Business*, action films were shown on the screen of a studio television set which appeared along with the announcer demonstrating it to home viewers. Heretofore when a video set was presented, the picture inserted in the tube frame was a "still."

CBS in collaboration with the Benton & Bowles television department, built a special projector geared down to synchronize with the phasing and pick-up rate of the television camera. The projector slowed the film from 60 frames per second to 30 frames so that the material could be inserted in the tube space of a demonstrated Crosley television set, and the image of the set in its entirety was picked up by the TV camera, giving the effect of another video show being retelecast by the studio camera. As the announcer turned the switch on the Crosley set, the projector inside the set started simultaneously.

Herb Leder, director of TV for Benton & Bowles and Bill Valle, technical director of TV for the agency, developed the technique along with Fred Reinhart and John De Mott of CBS. *This Is Show Business* is sponsored by Avco Corp., Crosley Div.

Projectall Dissolve Unit

TRESSEL TELEVISION Produ tions, Chicago, which manufactur the Projectall, plans to releas within two weeks, a new attac ment which will make automat dissolves possible.

George Tressel, company pres dent, said the new mechanis adds no bulk to the Projectall a it fits on the back of and in th instrument. It includes a secon aperture, lighting system and coo ing system, enabling immediat dissolves and use of more tit cards, he said.

Sergei Fomenko, firm's desig engineer, returned recently t Chicago after a two-week trip t northeastern TV stations whic telecast Projectall news, time, tem perature, music and advertising He exhibited a working model o the new attachment and explaine its operation. All Projectall-in stalled TV stations are expected t use the new device, Mr. Tresse said.

* * *

Rectangular TV Tube

RECTANGULAR TV tube, designed to be used in a cabinet small in proportion to picture size is ready for mass production at American Structural Products Co. Toledo. Firm is a subsidiary of the Owens-Illinois Glass Co. The rectangular shape will give tube-makers "an ideal glass tube" for 100% reception of the transmitted picture, according to Stanley McGiveran, American Structural president.

KSL-TV Periscope

WHILE covering the Sept. 30, Oct. 1-2 semi-annual conference sessions of the Mormon Church, KSL-TV Salt Lake City employed new methods of telecasting. A periscope-like instrument caught the front-view image of the speaker on the pulpit and sent it by reflecting mirrors to a camera built in the Tabernacle basement. Also used was a special platform erected in front of, and a little lower than, the south balcony of the Tabernacle. The telecast was the first of general sessions in the history of the Church. Receivers were set up in the Assembly Hall on Temple Square for the benefit of overflow crowds. crowds.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

Still more results on WMAR-TV in Maryland!

SERIES NUMBER 8

TV Success Story

submitted by

GRIEBEL MOTORS, INC.

Since placing our television spot with WMAR-TV, we have been quite gratified with the results obtained. We have been able to directly trace a considerable amount of business to this source.

We are firmly convinced that WMAR-TV is an excellent medium for our products and services and you may be sure that we more than appreciate the excellent cooperation that your station has given us. We are proud to be a member of the WMAR-TV family.

CHARLES G. GRIEBEL, II

☆

The television advertising referred to above was placed by

Courtland D. Ferguson, Inc.,
525 N. Charles St.

TV Success Story

Submitted by

The National Brewing Co.

NATIONAL BOHEMIAN BEER and WMAR-TV have really "hit the jackpot" — The most recent television audience survey showed our Tuesday WRESTLING to be the TOP LOCALLY ORIGINATED TELECAST — our afternoon NATIONAL SPORTS PARADE is the MOST POPULAR AFTERNOON SHOW—and our NATIONAL AMATEUR PARADE has the highest rating for the Saturday 7:00 to 7:30 period—"Hats off" to WMAR-TV for these excellent jobs of production and promotion.

NORMAN S. ALMONY

☆

The television advertising referred to above was placed by

Owen & Chappell, Inc.
New York City

TV Success Story

submitted by

CLOVERLAND FARMS DAIRY

In analyzing television results for Cloverland's "I'm the man who comes around with Golden Guernsey Milk," we must award the palm to WMAR-TV for its part in the ever-increasing stops our man who comes around makes.

MAYNARD C. KEMP

☆

The television advertising referred to above was placed by

St. Georges & Keyes, Inc.,
New York and Baltimore

TV Success Story

submitted by

WEBER MOVING & STORAGE CO., INC.

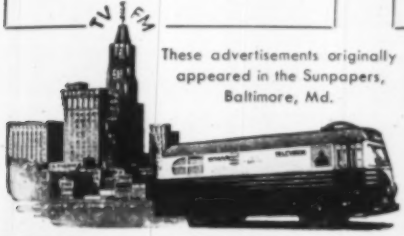
WMAR carried the first spot we placed on Television many months ago. We have maintained our schedule with WMAR continuously since then. Results have been increasingly noticeable from month to month, with substantial business resulting directly from this television advertising. WMAR was first in demonstrating to us that television is a powerful medium for our business, and it will definitely be included in our future advertising plans.

CARL F. WEBER

☆

The television advertising referred to above was placed by

Louise Waite Advertising
21 E. Centre St.



These advertisements originally appeared in the Sunpapers, Baltimore, Md.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TV Sessions Lengthen

(Continued from page 47)

on which work is being started, conversion of existing receivers to the CTI system would cost set owners about $65 to $75 but that at the present stage CTI does not generally favor conversion.

A surprise witness for CBS when testimony was resumed after the RCA demonstration was Dr. Dean Brewster Judd, physicist in charge of colorimetry for the National Bureau of Standards, who said he considered the RCA color pictures at Monday's demonstration "poorer in fidelity" than those in the CBS showing.

He criticized primarily the RCA two-color system and said he was testifying "as a possible customer for a color set" but with the permission of Dr. E. U. Condon, Bureau of Standards director who also is heading a color investigating committee for the Senate Interstate and Foreign Commerce Committee.

Rebuttal Planned

RCA authorities said they would offer witnesses to rebut Dr. Judd's testimony and also that in which Columbia's Dr. Goldmark recommended that RCA drop its system now. They also said they would present their own analysis of the CBS demonstration the week before.

Dr. Goldmark was particularly sharp in his criticism. The RCA demonstration, he said, "revealed all the difficulties I have discussed thus far in my testimony concerning the RCA system, only to a much greater and more disturbing extent than I had thought would appear."

When "presumably" black-and-white transmissions were being received on color cameras, he said he saw "marked differences in the colors of the images on the color receivers." Further, he said: "No flesh tones or true whites were visible on any color receiver. Faces were dark red, purple, green or orange."

On a 16-inch three-tube direct-view color set, Dr. Goldmark said, the background curtain appeared purplish when it was actually reddish brown; a gray coat showed purplish, while a singer's face was "purplish with dark purplish reds in the shadows."

* * *

SURPRISE witness was Dr. Dean Brewster Judd, physicist in charge of colorimetry for the Bureau of Standards, who appeared on behalf of the CBS system.

FCC COMRS. Robert F. Jones (l) and Frieda B. Hennock listen as Charles H. Sparklin, vice president in charge of engineering for Birtman Electric Co., Chicago, explains color converter built by Birtman for the CBS color television system.

Close examination disclosed "a most serious lack of geometrical resolution and crispness on every one of the color receivers," he asserted.

He contended that RCA's dot-sequential system cannot effectively convey definition equivalent to current monochrome standards because it "forces the viewer, in order to avoid the disturbing dot structure, to retreat to a distance past 10 times picture height. At this distance, the eye is unable to resolve any detail finer than that contained in a 210-line picture," he testified.

During black-and-white transmissions, he contended, one color receiver showed green and orange pictures, another purple and green, two orange, one green, and another pink and purple.

Questioned by Comr. Frieda B. Hennock, he said he didn't think the RCA system should be field-tested at all and that, indeed, nothing would improve the system.

The only witness thus far presented for the third color system—Color Television Inc.—estimated that with the development of a direct-view tube existing monochrome sets could be converted to CTI color for $65 to $75.

He was Charles W. Partridge, a member of the CTI executive committee, who claimed Columbia's $70 to $140 conversion estimates are beyond the range of low-income groups. He said CTI feels it has a well-perfected color system and is now setting up a laboratory for development of a low-cost tube.

The CTI system, Mr. Partridge claimed, is simpler than those of RCA or CBS.

He said that the firm does not favor conversion on the basis of present developments because converters are "troublesome and costly." It is undertaking to develop new sets which would receive both monochrome and color, he reported, and "may engage in the manufacture of sets," though it has made no plans toward this end.

The tube meanwhile described by Dr. Geer, who holds a patent on it, would employ a screen with one color on the front side and the two other colors on "pyramids" on the back. Its "forerunner," he said was developed by the late John L. Baird in England, with DuMont also having worked on one of a similar type.

It can be built relatively inexpensively, he asserted, and can receive color transmitted "sequentially by frame (or field), line or dot, or simultaneously." He said it possesses "inherent simplicity, low cost, adaptability and universality, [and] promises to open color to all who are within range of the color transmitter and who can afford to purchase a television receiver of any sort at all."

Color 'Here'

Under questioning, Dr. Geer paid tribute to the color achieved by the CBS system, and said he was confident the RCA system could be improved substantially. He said color television is "here" and that standards should be adopted soon, but that FCC should see the Color Television Inc. system before reaching a decision. His own tube, he reported, is not yet "demonstrable" but could be built in eight months to a year.

The manufacturers who apeared on behalf of the CBS system offered time and cost estimates as forecast in Dr. Goldmark's statement, released the week before.

President Edward F. Mulhern of Birtman Electric Co., Chicago, exhibited a sample color disc converter built according to design information which he said CBS started providing on Aug. 25, after a demonstration Aug. 24. He said Birtman immediately started work on 25 pre-production samples to be used by CBS, Air King Products Co., and Tele-Tone Radio Co. for field-testing work.

He estimated a color converter for existing sets would cost consumers about $70 and that this should be reduced to about $55 when laboratory designs have been production-engineered. A color disc assembly to be factory-built into future sets should add about $50 to the retail price of the set, he predicted.

Mr. Mulhern thought production "in reasonably large quantities" could start within 90 days after FCC approval of the CBS system. His estimates were based on a monthly volume of 7,500 sets."

The operation of the converter and other technical details, were outlined by Charles H. Sparklin, Birtman vice president in charge of engineering, and John Schuberth, production vice president.

The Birtman cost estimates were exclusive of service charges where home installation would be required. So was the estimate of President Milton J. Shapp of Jerrold Electronic Corp., Philadelphia, who thought an external electronic adapter to permit present sets to receive either monochrome or color transmission would retail at about $40.

But Mr. Shapp thought an easier and less expensive method of adapting existing sets would be to build an adapter kit, which he said should retail for about $20 and could be installed in 90 minutes.

He said, however, that production of the external adapters can reach 100 units a day after FCC approval of the CBS technique.

Cites Charges

Comr. Hennock cited charges of "inefficiency" which she said had been levelled against FM converters, and wanted to know how well the scanning adapter would perform. Mr. Shapp contended that "for all practical purposes" it would give black-and-white pictures as good as the present system's.

He conceded, however, that he had seen only one adapter in operation and that there was "a certain change" in the picture when the line rate was reduced from the standard 525 to Columbia's 405.

President H. G. Hamilton of Eastern Air Devices Inc., Brooklyn, manufacturers of electric motors, exhibited a motor which he thought could be produced for the CBS color disc at about $8 each and per-

* * *

SURGICAL demonstrations presented via CBS color at medical conventions were reviewed by J. N. DuBarry of Smith, Kline & French Labs., pharmaceutical manufacturers and sponsors of the showings.

haps ultimately as low as $5.

C. P. Cushway, executive vice president of Webster-Chicago Corp., noted that his firm participated in the development and production of 27 color converters used in receivers built by Zenith Radio Corp. for CBS and Smith, Kline & French Labs for surgical demonstrations at medical meetings.

He said his firm redesigned the CBS diagrams, modified initial units and produced the 27 units within 50 days. Asked whether he could produce converters for 16-inch or larger pictures, he said he would like to get the present 10-inch size "a little farther along" and that "then there will be no secret on the larger units."

Converters for existing sets would cost $75-80, Mr. Cushway estimated, with external scanning adapters $40-50. He said it was proposed to supply stripped-down converter unit chassis, minus lens, to other manufacturers for new color sets at about $17.50 to $19.50 each.

$220 Set Foreseen

Mel Kohner, Webster-Chicago's chief project engineer for color television, said his firm received all basic information necessary from CBS and then proceeded to add its own improvements and modifications. He said information on the scanning adapter was received in late August and that one man produced a pilot model in two days.

S. W. Gross, president of Tele-Tone, said his firm contemplates building complete color-monochrome receivers with built-in mechanical color wheel converters. He estimated the retail price at about $220 for a set using a 7-inch tube enlarged to give the equivalent of a 10-inch picture. "Quantity production runs," he said, "could begin within 60 to 90 days after FCC approval of the CBS system."

He also disclosed that his company will be ready to begin field testing today a number of black-and-white models which have been internally adapted to receive either standard black-and-white or CBS color in monochrome. These, he said, are provided with connections for easy addition of external color wheel converters.

David H. Cogan, president of Air King Products Co., said his firm's standard 10-inch monochrome set, retailing at $199, would cost $75-80 more when converted to CBS color. A color set with an effective 12½-inch image would cost about $100 to $125 more, he predicted.

He said Air King has been working on production of 10 color receivers for CBS and that they should be ready for field tests by Nov. 15.

The Bureau of Standards' Dr. Judd, an unannounced witness, said he personally judged the color fidelity of the CBS system to be "comparable to what we get in technicolor motion pictures" and that RCA color fidelity, as he saw it, was "much poorer" than Columbia's.

He compared the RCA two-color system to partial color blindness.

Dr. Judd was asked by Comr. Jones whether he could test the relative capacities of the CBS and RCA systems for quantitative values of intelligence. He replied affirmatively, but said the request would have to clear through the Bureau's Director Condon.

DURING interlude in RCA's showing of its all-electronic color system NBC Board Chairman Niles Trammell chats with Miss Gladys Swarthout, Metropolitan opera star who appeared in the demonstration.

* * *

Comr. Sterling also asked him to study the CBS system further and upon his return for cross-examination to submit a technical analysis of the CBS theory of "crispness" in relation to picture detail.

In response to other questions, Dr. Judd said he thought FCC should let "the potential customers" get a look at the respective systems.

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The accessory STAGE NUMBER 1 adds three functions separately or simultaneously: a) teletype news strip, b) vertical roll strip and c) revolving stage for small objects.

The TELOP, used with TV film cameras, permits instant fading of one object to another, change by lap dissolve or by superimposing. Widest latitude is given program directors for maximum visual interest and increased TV station income.

For full details write for Bulletin T-101

GRAY RESEARCH and Development Co., Inc.
16 Arbor St., Hartford 1, Conn.

TV Sessions Lengthen

(Continued from page 47)

on which work is being started, conversion of existing receivers to the CTI system would cost set owners about $65 to $75 but that at the present stage CTI does not generally favor conversion.

A surprise witness for CBS when testimony was resumed after the RCA demonstration was Dr. Dean Brewster Judd, physicist in charge of colorimetry for the National Bureau of Standards, who said he considered the RCA color pictures at Monday's demonstration "poorer in fidelity" than those in the CBS showing.

He criticized primarily the RCA two-color system and said he was testifying "as a possible customer for a color set" but with the permission of Dr. E. U. Condon, Bureau of Standards director who also is heading a color investigating committee for the Senate Interstate and Foreign Commerce Committee.

Rebuttal Planned

RCA authorities said they would offer witnesses to rebut Dr. Judd's testimony and also that in which Columbia's Dr. Goldmark recommended that RCA drop its system now. They also said they would present their own analysis of the CBS demonstration the week before.

Dr. Goldmark was particularly sharp in his criticism. The RCA demonstration, he said, "revealed all the difficulties I have discussed thus far in my testimony concerning the RCA system, only to a much greater and more disturbing extent than I had thought would appear."

When "presumably" black-and-white transmissions were being received on color cameras, he said he saw "marked differences in the colors of the images on the color receivers." Further, he said: "No flesh tones or true whites were visible on any color receiver. Faces were dark red, purple, green or orange."

On a 16-inch three-tube direct-view color set, Dr. Goldmark said, the background curtain appeared purplish when it was actually reddish brown; a gray coat showed purplish, while a singer's face was "purplish with dark purplish reds in the shadows."

Close examination disclosed "a most serious lack of geometrical resolution and crispness on every one of the color receivers," he asserted.

He contended that RCA's dot-sequential system cannot effectively convey definition equivalent to current monochrome standards because it "forces the viewer, in order to avoid the disturbing dot structure, to retreat to a distance past 10 times picture height. At this distance, the eye is unable to resolve any detail finer than that contained in a 210-line picture," he testified.

During black-and-white transmissions, he contended, one color receiver showed green and orange pictures, another purple and green, two orange, one green, and another pink and purple.

Questioned by Comr. Frieda B. Hennock, he said he didn't think the RCA system should be field-tested at all and that, indeed, nothing would improve the system.

The only witness thus far presented for the third color system—Color Television Inc.—estimated that with the development of a direct-view tube existing monochrome sets could be converted to CTI color for $65 to $75.

He was Charles W. Partridge, a member of the CTI executive committee, who claimed Columbia's $70 to $140 conversion estimates are beyond the range of low-income groups. He said CTI feels it has a well-perfected color system and is now setting up a laboratory for development of a low-cost tube.

The CTI system, Mr. Partridge claimed, is simpler than those of RCA or CBS.

He said that the firm does not favor conversion on the basis of present developments because converters are "troublesome and costly." It is undertaking to develop new sets which would receive both monochrome and color, he reported, and "may engage in the manufacture of sets," though it has made no plans toward this end.

The tube meanwhile described by Dr. Geer, who holds a patent on it, would employ a screen with one color on the front side and the two other colors on "pyramids" on the back. Its "forerunner," he said was developed by the late John L. Baird in England, with DuMont also having worked on one of a similar type.

It can be built relatively inexpensively, he asserted, and can receive color transmitted "sequentially by frame (or field), line or dot, or simultaneously." He said it possesses "inherent simplicity, low cost, adaptability and universality, [and] promises to open color to all who are within range of the color transmitter and who can afford to purchase a television receiver of any sort at all."

Color 'Here'

Under questioning, Dr. Geer paid tribute to the color achieved by the CBS system, and said he was confident the RCA system could be improved substantially. He said color television is "here" and that standards should be adopted soon, but that FCC should see the Color Television Inc. system before reaching a decision. His own tube, he reported, is not yet "demonstrable" but could be built in eight months to a year.

The manufacturers who apeared on behalf of the CBS system offered time and cost estimates as forecast in Dr. Goldmark's statement, released the week before.

President Edward F. Mulhern of Birtman Electric Co., Chicago, exhibited a sample color disc converter built according to design information which he said CBS started providing on Aug. 25, after a demonstration Aug. 24. He said Birtman immediately started work on 25 pre-production samples to be used by CBS, Air King Products Co., and Tele-Tone Radio Co. for field-testing work.

He estimated a color converter for existing sets would cost consumers about $70 and that this should be reduced to about $55 when laboratory designs have been production-engineered. A color disc assembly to be factory-built into future sets should add about $50 to the retail price of the set, he predicted.

Mr. Mulhern thought production "in reasonably large quantities" could start within 90 days" after FCC approval of the CBS system. His estimates were based on a monthly volume of 7,500 sets."

The operation of the converter and other technical details, were outlined by Charles H. Sparklin, Birtman vice president in charge of engineering, and John Schuberth, production vice president.

The Birtman cost estimates were exclusive of service charges when home installation would be required. So was the estimate of President Milton J. Shapp of Jerrold Electronic Corp., Philadelphia, who thought an external electronic adapter to permit present sets to receive either monochrome or color transmission would retail at about $40.

But Mr. Shapp thought an easier and less expensive method of adapting existing sets would be to build an adapter kit, which he said should retail for about $20 and could be installed in 90 minutes.

He said, however, that production of the external adapters can reach 100 units a day after FCC approval of the CBS technique.

Cites Charges

Comr. Hennock cited charges of "inefficiency" which she said had been levelled against FM converters, and wanted to know how well the scanning adapter would perform. Mr. Shapp contended that "for all practical purposes" it would give black-and-white pictures as good as the present system's.

He conceded, however, that he had seen only one adapter in operation and that there was "a certain change" in the picture when the line rate was reduced from the standard 525 to Columbia's 405.

President H. G. Hamilton of Eastern Air Devices Inc., Brooklyn, manufacturers of electric motors, exhibited a motor which he thought could be produced for the CBS color disc at about $8 each and per-

* * *

FCC COMRS. Robert F. Jones (l) and Frieda B. Hennock listen as Charles H. Sparklin, vice president in charge of engineering for Birtman Electric Co., Chicago, explains color converter built by Birtman for the CBS color television system.

SURPRISE witness was Dr. Dean Brewster Judd, physicist in charge of colorimetry for the Bureau of Standards, who appeared on behalf of the CBS system.

SURGICAL demonstrations presented via CBS color at medical conventions were reviewed by J. N. DuBarry of Smith, Kline & French Labs., pharmaceutical manufacturers and sponsors of the showings.

haps ultimately as low as $5.

C. P. Cushway, executive vice president of Webster-Chicago Corp., noted that his firm participated in the development and production of 27 color converters used in receivers built by Zenith Radio Corp. for CBS and Smith, Kline & French Labs for surgical demonstrations at medical meetings.

He said his firm redesigned the CBS diagrams, modified initial units and produced the 27 units within 50 days. Asked whether he could produce converters for 16-inch or larger pictures, he said he would like to get the present 10-inch size "a little farther along" and that "then there will be no secret on the larger units."

Converters for existing sets would cost $75-80, Mr. Cushway estimated, with external scanning adapters $40-50. He said it was proposed to supply stripped-down converter unit chassis, minus lens, to other manufacturers for new color sets at about $17.50 to $19.50 each.

$220 Set Foreseen

Mel Kohner, Webster-Chicago's chief project engineer for color television, said his firm received all basic information necessary from CBS and then proceeded to add its own improvements and modifications. He said information on the scanning adapter was received in late August and that one man produced a pilot model in two days.

S. W. Gross, president of Tele-Tone, said his firm contemplates building complete color-monochrome receivers with built-in mechanical color wheel converters. He estimated the retail price at about $220 for a set using a 7-inch tube enlarged to give the equivalent of a 10-inch picture. "Quantity production runs," he said, "could begin within 60 to 90 days after FCC approval of the CBS system."

He also disclosed that his company will be ready to begin field testing today a number of black-and-white models which have been internally adapted to receive either standard black-and-white or CBS color in monochrome. These, he said, are provided with connections for easy addition of external color wheel converters.

David H. Cogan, president of Air King Products Co., said his firm's standard 10-inch monochrome set, retailing at $199, would cost $75-80 more when converted to CBS color. A color set with an effective 12½-inch image would cost about $100 to $125 more, he predicted.

He said Air King has been working on production of 10 color receivers for CBS and that they should be ready for field tests by Nov. 15.

The Bureau of Standards' Dr. Judd, an unannounced witness, said he personally judged the color fidelity of the CBS system to be "comparable to what we get in technicolor motion pictures" and that RCA color fidelity, as he saw it, was "much poorer" than Columbia's.

He compared the RCA two-color system to partial color blindness.

Dr. Judd was asked by Comr.

DURING interlude in RCA's showing of its all-electronic color system NBC Board Chairman Niles Trammell chats with Miss Gladys Swarthout, Metropolitan opera star who appeared in the demonstration.

* * *

Jones whether he could test the relative capacities of the CBS and RCA systems for quantitative values of intelligence. He replied affirmatively, but said the request would have to clear through the Bureau's Director Condon.

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WOR-TV RATES

Class A Time $1,200 Per Hour

BASIC time rates for WOR-TV New York, which premiered last Tuesday, have been announced by R. C. Maddux, vice president in charge of sales.

Rates for general advertising, 7-11 p.m., class A time, are: $1,200 per hour, $720 per half-hour, $480 per quarter hour and $360 for five minutes. Weekly volume dollar discount will be the same as that for WOR-AM.

One minute announcements and one minute participations are $250 and 20-second station breaks $200 each.

Evening time signals and weather reports are $2,000 per week, including 28 five-second breaks weekly. Studio facilities are $200 per hour with one hour the minimum time sold. Film facilities, one-hour minimum, are $75 per hour.

DuMont Moves Sales

EXECUTIVE offices of the Receiver Sales Div., Allen B. DuMont Labs Inc., were moved to the recently-dedicated East Paterson, N. J., plant over the week end and will commence operations from there today (Oct. 17). The move affects DuMont national receiver sales, advertising and order administration departments.

Film viewing (l to r) Marvin Young, Ruthrauff & Ryan Inc. radio and television director; K. S. Pratt, R&R account executive, Detroit; Jerry Fairbanks, Hollywood film producer, and Ray Ayer, Dodge sales supervisor.

RE-APPRAISAL

Selling Aids, TV Costs Eyed by Loewi

CALL for a re-appraisal by broadcasters and advertising men of "several aspects" of television as a sales medium, was sounded last Friday by Comdr. Mortimer W. Loewi, director of DuMont Television Network, at the Radio Executives Club of Boston.

Topping the list, he said, was "the question of how much an advertiser should spend on the entertainment side of his program" followed by how most effectively the new medium could be utilized. "To an advertiser who must pay for it, entertainment is only incidental . . . a device by which he raises an audience before whom to display his wares—like the barker in front of the side show—the beautiful girl on a magazine cover. . . ."

A DuMont study of more than 100 programs and their costs, when a "competing network was making quite a 'to-do' about a $20,000 television program that it was airing," found DuMont's "lower rated program aired at the same time" delivered an audience at one fifth of a cent a viewer as against the 5½ cents per viewer that the sponsor of the $20,000 program paid," Comdr. Loewi said. How can advertisers and broadcasters sell a sponsor conscientiously the idea that one viewer group is "27 times more attractive than another. . . ?" he asked.

Obligation to Sponsors

Other points scored by Comdr. Loewi were: There's an obligation owed sponsors and clients to see they use all of TV's selling aids—entertainment, display, demonstration and merchandising; radio could "never present an acrobat" because he must be seen to be appreciated; TV will attract "scores of new advertisers whose products an older medium just could not sell."

TV is cheaper than actual home demonstration, he said. For example, he pointed out the automobile pays $5 per personal demonstration as against 30¢ on TV. "Gentlemen," he concluded, "there's a new Glamor Girl coming 'round Advertising's Mountain. She's Miss Television—and I hope you get to know her well—and soon."

TELEQUIP RADIO Co., Chicago, announces production of full line of TV sets, ranging from 12½-inch table model for $199.50 to 16-inch deluxe console at $339.95. Receivers feature built-in antenna, "tru-lock" picture control, automatic gain control and simplified channel selector.

DODGE TV SPOTS

Animals Speak and Sing

FILM shorts featuring animals that sing and talk will be used by Dodge Div. of Chrysler Corp. in its sponsorship with dealer group participation of local TV shows and spot announcements. Produced in Hollywood, the movie shorts are under the direction of Dodge Sales Supervisor Ray Ayer and use the technique, already accepted as entertainment in movie theatres, of putting words in the mouths of animals.

Six different films, each running 60 seconds, have been produced. Animals on film bring to life the polar bear, giraffe and flamingo made known to the public through outdoor and newspaper advertising. Human voices are synchronized with mouth action so that the animals seem to talk and sing. Theme is "story of Dodge value and dependability." Thirteen films of 60 seconds running time also are available for theatre use. Ruthrauff & Ryan Inc., Detroit, Dodge Agency aided in film supervision.

KASPER-GORDON

Plans Christmas Toy TV Show

TINSEL tinkling comes from Kasper-Gordon Inc., Boston, in its announcement that it is producing a Christmas toy promotion TV series for sponsorship by department stores and toy retailers. Series, made up of 15 quarter-hour programs, is called *Adventures in Christmastree Grove*, same title of its transcribed radio packet that has had wide distribution in past seasons.

Episodes, each leaving room at opening and close for a commercial, will be available on an exclusive basis, leased to one sponsor in a city. They may be used on a three-a-week basis between Nov. 21 and Dec. 23 or on a five-a-week basis for three weeks preceding Christmas, the producers said. Rates, based on population and number of TV sets in each market and station time charges, begin at $150 per episode for the smallest markets.

Firm uses the transcription as sound track for its television installments, synchronizing action of marionettes with the dialogue and sound. Marionettes, specially designed, are larger than those ordinarily used to permit an undistorted image proportional to toys displayed. Story and plot are fantasy.

Filming is being done in color with black-and-white prints to be available for telecasting. Kasper-Gordon Inc. says "when color TV becomes a reality" toys can be seen in their natural color. In cities where there are no television stations, the company plans to lease films as an in-store feature. Also planned is a specially edited 60-minute version for home movie rental.

It's a Great Combination

ABC **WEAV** 1000 W 960 kc

PLATTSBURG, NEW YORK

Joseph Hershey McGillvra, Nat. Rep.

Monday through Sunday, morning, afternoon and evening, WEAV-WENT SELLS more for less in these two rich markets.

CBS **WENT** 250 W 1340 kc

GLOVERSVILLE—JOHNSTOWN

Joseph Hershey McGillvra, Nat. Rep

KTVI (TV) CASE

FCC Examiner Proposes Denial

INITIAL decision was issued by FCC Hearing Examiner James D. Cunningham last week to deny as in default the application of Video Broadcasting Co. for additional time to construct KTVI(TV) Portland, Ore.

Construction permit for the station, the decision said, had been granted by FCC in April 1948 for Channel 3 (60-66 mc) with completion date of December 29, 1948, specified. On request this was extended last February until June 29, FCC said, at which time further extension was sought.

The latter extension was denied for failure to give sufficient supporting reasons for delay, the proposed ruling declared. Subsequently, the station asked for hearing on the matter and Sept. 29 was designated. FCC said no representative of Video Broadcasting appeared for the hearing and none appeared later for a recessed hearing after due inquiry, hence the proposed denial for default.

WNBQ(TV) STAFF

Six Changes Announced

FOUR men at WNBQ (TV) Chicago were upped to directors and assistant directors last week, it was announced by Program Manager Ted Mills.

William Hobin and Robert Banner, new directors, handle *The Wayne King Show* and *Garroway-at-Large*, both NBC-TV features. New assistant directors are Russell Mayberry, who worked at WBKB (TV) Chicago, and Lynwood King Jr., former TV operations assistant. David Brown replaced Mr. King.

Shirley Seidel of the Chicago Goodman Theatre Co. joins the staff as costume designer and makeup artist, succeeding Rite Dhu Wray, who resigned to work for a Dallas theatrical production firm.

TELENEWS ADDS

Four Take INS Newsreel

FOUR additional television stations have signed for Telenews-INS newsreel, with KRLD-TV Dallas and WMAL-TV Washington contracting for the daily service, and WXEL (TV) Cleveland and WBAL-TV Baltimore taking the weekly review.

The Dallas station's contract is effective on or about Nov. 1, the Cleveland station's early in December, when the station begins operating. The daily newsreel started Monday, Oct. 10, on WMAL-TV under sponsorship of Valley Forge Brewery. The weekly newsreel started Oct. 9 on WBAL-TV.

WTVJ(TV) Miami has sold its telecasts of the daily newsreel to the American Brewery Co.

POLITICIANS PONDER TV

Explore Video as Addition to Radio Campaigns

NOW that adjournment of Congress is imminent, the nation's legislators are casting an eye toward public sentiment that will go far in determining their political fortunes in the 1950 Congressional elections. Many of them are focusing the other eye on television's progress as it affects their constituent areas—and, of course, the perennial use of radio.

Television may turn the corner as a feasible medium on Capitol Hill in 1950 if production costs and a host of other problems can be solved. But already many Senators and Representatives, alert to the possibilities of being seen as well as heard, are thinking and inquiring about video.

One logical source to which they are currently directing their inquiries are the Joint Senate and House recording facilities where nearly 200 of the legislators turn out weekly or bi-weekly records or tape-recordings for shipment to stations back home.

Robert Coar, supervisor of the government-operated studios, has been thinking seriously about making TV films for members of Congress as an adjunct to the recording project. Such a venture is not economically feasible now, he feels, but he predicts it may be a reality by next April or May.

Mr. Coar explained that at present only 33⅓ of members of Congress represent areas within the range of television reception. By next spring, depending on opening of UHF channels and with addition of more TV stations, a higher percentage might make it worth while. Mr. Coar estimates he can turn out a series of five-minute film strips at a basic cost of $18, excluding production and other factors. Further, the recording project currently enjoys a $15,000 surplus which could serve to buy equipment. Whether many stations which run members' records in the public interest would carry that policy over to video is another matter for speculation.

Television, showing legislators in action in chamber or committee sessions, is a new opportunity and a new problem. Some members have blown hot and cold on the idea of telecasting Congressional proceedings. One Congressman—Rep. Thomas J. Lane (D-Mass.)—urged networks early this year to schedule regular telecasts. His proposal also included aural broadcasting [BROADCASTING, Jan. 31].

In any event, television appears to have a place in the affections of the House. In the current renovation of the Capitol, provisions are being made in the House Chambers to include facilities for telecasts. Placements for three cameras are part of the blueprint, with cables to stretch out to a central box circuit outside the Capitol. Mobile units would be able to pull up and take it from there.

The Senate has named a five-man committee headed by Sen. Dennis Chavez (D-N.M.) which will take up the whole question sometime next January. No provision is being made in current remodeling of the Senate chamber.

The recording facility, which has operated by dint of appropriations for the past two years, will be given legislative status in a current resolution (H J Res 332) passed by the House and slated for Senate consideration. In the event Congress decides to authorize the television project, another resolution would be necessary inasmuch as the current one covers only radio broadcasts.

FIRST nighters at Hollywood presentation of CBS-TV's *Ed Wynnn Show* beam satisfaction. They are (l to r): Gertrude Neiseen, guest star on the first program; Edwin Speidel, president of Speidel Corp. (watch bands), sponsor of the show, and Ed Wynn, the show's star. Program was kinescoped for later showing in the East and Midwest Oct. 6.

TRIMOUNT DROPS

CBS-TV Fails To Clear Time

WILLIAM H. WEINTRAUB Co., New York, for its client, Trimount Clothing Co., New York, is dropping the CBS-TV telecast of *The Amazing Polgar* effective Oct. 21, because of the inability to clear sufficient time and stations. The client is anxious to extend the 10-minute programs to a half-hour, and wants a network of 37 stations to advertise its Clipper Craft clothes.

CBS has been able to give only seven stations, live, the balance getting the show via kinescope, and scheduling the program at various time spots on different days. This, according to Noran E. Kersta, Weintraub's vice president in charge of radio and television, confused the dealers, and did not make for the most effective merchandising job. When the agency has found a network that can clear a sufficient number of stations at the same time, it will purchase a half-hour for the show.

closing out

WERE ~~$125.~~

while supply lasts now $75.

Here is your opportunity to own a brand new Charles Michelson AC Porto-Playback—the identical machine used daily by stations everywhere.

Because we are discontinuing our Playback Department, we have reduced every AC machine to $75.

The supply is limited. For immediate delivery act now! Orders will be honored as received.

A very few AC-DC models also available. Were $140. Now $85

Weight 26 lbs. complete. Designed with a permanent sapphire stylus for playing 16" transcription recordings at 33⅓ r.p.m. and phonograph records at 78 r.p.m.

Every machine carries a one year factory guarantee.

CHARLES MICHELSON, INC.

radio transcriptions

23 WEST 47TH STREET, NEW YORK 19, N. Y. • PLAZA 7-0695—0696

Film Report

E. T. SOMLYO, Beverly Hills, Calif., planning on-the-spot filming of non-royalty and original college productions for one-hour television series. First shooting will start late this month at New Orleans when **Tulane U.** presents Gilbert and Sullivan operetta. Scheduled next is "Taming of the Shrew," production of **U. of Utah** at Salt Lake City. National sponsorship is being sought. . . . **United Productions of America**, Hollywood, has completed three of its scheduled nine one-minute animated television commercial films for **Ford Motor Co.**

Sherman Plan Inc., Washington, has produced two-minute open-end spot for TV sign-off. Film presents changing pastoral scenes while narrator recites The Lord's Prayer. Presently available in black-and-white, spots are being filmed in color looking toward advent of color TV. National sponsorship is being sought on exclusive basis and cost of film is less than 25 cents per day to station.

Stor-Ad Films Inc., 5746 Sunset Blvd., Hollywood, has completed first series of 13 one-minute live action film commercials for TV. Total of 20 series planned, aimed at jewelry stores, department stores, loan companies and restaurants. President of new firm is **Rene Lenoir**, and writer-director **Edward D. Wood Jr.**, is secretary. Telephone: Hollywood 9-7381.

Telepix Corp., Hollywood, has completed television film commercials for five local advertisers. Included are one five-minute and two one-minute films for **Troup Hobby Motor**, through **Paul Jones & Assoc.**; two one-minute films each for **Hollywood Bedding Co.**, through **Anderson & McConnell Adv.**, and for **Dr. Beauchamps** through **Charles Stahl Adv.**; through **H. M. Gardner** for **Waste-King Pulverator** and **Southern Corn Bread.** Firm also producing one quarter-hour animated *Telefunnies* film and ten-minute participation film, *Teletricks.*

TV CLINIC

Set for Chicago FPRA Meet

JOHN J. BARRY, vice president of the National Shawmut Bank, Boston, will supervise a television clinic Friday afternoon at the annual convention of the Financial Public Relations Assn. in Chicago. Mr. Barry's bank is using TV advertising locally. The Wednesday-through-Saturday conference is expected to attract nearly 700 U. S. and Canadian members.

Wednesday and Thursday afternoon radio sessions will be conducted by Frank Warden of the Central National Bank, Des Moines, and Wilfred W. Delamater, assistant vice president, Land Title Bank & Trust Co., Philadelphia.

ADMISSION price to this TV World Series party for agency men and sponsors at WIP Philadelphia was an unshaven face and purchase of a Gillette Razor set at the station. Paying the price are (l to r): Ralph Huberman, sponsor of full hour *C'Mon 'N Dance program;* Benedict Gimbel Jr., WIP president and the party's host; Gordon Gray, station vice president; Gene Tanz of Cox & Tanz agency, and Murray Arnold, WIP program director. In background is Ralph Minton, station promotion manager.

MUSIC RIGHTS

On ILO Agenda at Geneva

RIGHTS of performers in broadcasting, television and the mechanical reproduction of sounds will be considered by the Committee on Salaried Employes and Professional Workers of the International Labor Office at meetings in Geneva, Oct. 24-28.

Herman D. Kenin, international executive officer of the AFM and president of Musicians Local 99, Portland, Ore. and Richard P. Doherty, director of Employe-Employer Relations Dept. of the NAB, are among the six-man U. S. delegation to the meetings.

At a news conference in New York Thursday afternoon, on the eve before departing for Europe, Mr. Kenin said he would present the AFM point of view of requiring payments on the use of "canned" music into a royalty fund.

He contended that unfair re-use of mechanical music will hurt music. This already has happened in the United States, he said, causing a shortage of skilled string instrumentalists.

WTVJ (TV) Adds

WTVJ (TV) Miami, Fla., has increased its telecasting schedule to 24 hours a week, according to Clyde Lucas, program director. Station plans to add eight network programs, using kinescope recordings, to further boost its weekly operation. Recent additions by WTVJ have included three local sports shows, all sponsored. All U. of Miami football games and a series of high school contests are being telecast.

SCHWERIN CORP.

To Test Lever TV Show

LEVER BROS. has engaged the Schwerin Research Corp., New York, to test its NBC television show, *The Clock*, the audience research firm announced last week.

The tests will be conducted before selected studio audiences and will cover not only the liking and disliking factors of the program but also reactions to commercials for Pepsodent, Spry and Lux Toilet Soap, products advertised on the show.

Cable Fame

ANOTHER tale of the coaxial cable cutting by a Cleveland plumbing contractor [BROADCASTING, Oct. 10] concerns the making of a big-time show as a result. Scheduled as a local telecast by KSD-TV St. Louis, the annual Veiled Prophet Ball, local social event for 71 years, became an unscheduled network program for midwest TV stations as a fill-in. The program was carried for varying periods in Chicago, Milwaukee, Detroit, Toledo, Cleveland, Cincinnati, Dayton and Buffalo, says KSD-TV, which was deluged with letters commenting on the event as spectacular with writers unaware of such an historic affair. NBC-TV subsequently telecast a half-hour film show of the Ball and parade Oct. 13 over its full video network out of Chicago with Frank Eschen, KSD-TV special events director, as commentator.

SUPERIORITY COMPLEX

My husband, advertising manager of the Ding-Bat Company, used to be a nice fellow with just enough of an inferiority complex to make him easy to live with. Since he picked KXOK, sales have gone up so fast my husband thinks he's the smartest advertising manager in town. Now he has a superiority complex and he's positively obnoxious.

Unhappy Wife

Dear Unhappy Wife:

Maybe KXOK should have the superiority complex instead of your husband. During March, 1949, KXOK was within share of audience striking distance of first place in St. Louis. Briefly, this means KXOK delivers more Hooper audience per dollar than any other St. Louis network station. No wonder Ding-Bat products are going to town. When your husband checks KXOK's low-cost-per-Hooper point, KXOK's wide coverage, and KXOK's low-in-St. Louis rates, he'll be even cockier!

KXOK, St. Louis

630 on the dial

Basic ABC | 5,000 Watts | A "John Blair" station

Ad Budget

(Continued from page 25)

percentage of all American homes than any competitive mass medium. Our 94% radio ownership far surpasses the readership figures for daily newspapers or magazines."

Speaking for NBC alone, he said the time spent listening daily to broadcasts by the network and its affiliates nearly equalled the total hours spent reading all newspapers and magazines combined.

On the radio theme, William C. Gittinger, vice president in charge of sales, CBS, repeated the message he delivered the week before to the Eastern Annual Conference of American Assn. of Advertising Agencies [BROADCASTING, Oct. 10]. He expressed the belief that radio will grow, but that if television does finally affect its growth, such impairment will be gradual.

On the subject of whether television has reached the pay-off point, slightly varying views were expressed by George L. Moskovics, manager of television sales development, CBS, and Sylvester L. (Pat) Weaver Jr., vice president in charge of television, NBC. Mr. Weaver unqualifiedly said that video has reached the pay-off point for advertisers, while Mr. Moskovics said that it has for some, but not all advertisers.

Mr. Moskovics, however, reported on several TV success stories. Disney Hats upped sales 38% in New York as the result of one campaign, he said. Chesterfield and Lipton's Tea report viewers of their TV programs use their brands more than others.

Cites Figures

As further evidence video is reaching the payoff point, Mr. Moskovics cited these figures: In June 1948, 234 advertisers in 11 markets used 20 stations, an average of 12 advertisers per station; in May 1949 there were 1,343 advertisers in 34 markets using 59 stations, an average of 23 advertisers per station. CBS itself had four network accounts using two hours and 15 minutes weekly a year ago, but today has 33 advertisers using 18 hours, he said.

Mr. Weaver, backing his thesis that TV advertising pays, contended that an advertiser gets a better buy at comparable cost per television home than per ad read in a magazine. He also declared that television competes with all media except radio, with which it is complementary. Radio and television together can deliver 95% of all homes in the country to an advertiser's message, he said.

Robert S. Peare, vice president and advertising head of General Electric Co., believed that television has reached the pay-off point for many local advertisers or advertisers seeking urban customers. For a long time to come, however, he believed that a national advertiser will need to use both radio and TV to get sufficient coverage.

He believed that the station operator was paying a larger portion of the cost of developing television than are advertisers. In the long run, however, he believed that what would be profitable for the advertiser would ultimately bring profit to the station.

In the discussion on "Audience Trends—AM and TV," Thomas H. Brown Jr., vice president of C. E. Hooper Inc., said radios claims to continued leadership in advertising were substantiated by the firm's findings. During top TV evening programming, radio was able to hold 88.5% of the broadcast audience nationally even in August, radio's traditionally low-level listenership period, he said.

Although ratings for radio's half-hour evening sponsored programs was off .33 in mid-winter 1949 over the same period of 1948 that was more than offset by the increase in homes able to listen, he said.

In the discussion on the FCC giveaway order, I. W. Digges, ANA counsel, gave the opinion that there is no reason for an advertiser to change present plans on giveaway shows in view of the present status of court actions challenging the legality of the rules. He believed only the first of the FCC's four rules set forth a lottery. That rule required the winner to give a box top or something of value.

Among other matters considered:

Elections—W. B. Potter, director advertising operations, Eastman Kodak Co., Rochester, named chairman of board, succeeding William N. Connolly, advertising director S. C. Johnson & Son. Albert B. Brown, vice president in charge of advertising for Best Foods Inc., New York, named vice chairman. Paul B. West, who has served as president since 1932, re-elected. New board members: Howard M. Chapin, advertising director, General Foods Inc., New York; William M. Stedman, director of advertising, American Home Products Corp., New York, and L. Rohe Walter, director of public relations, The Flintkote Co., New York. Re-elected to the board: George A. Percy, advertising manager, Bauer & Black Division, The Kendall Co., Chicago.

Cancellations—John E. Wiley, chairman of the board, Fuller & Smith & Ross Inc., reported space and time cancellations started in earnest this year and will be an annual experience from now on. Cancellation is in effect a "no confidence" vote in the advertising manager. His advice to the advertising manager: Build your plans around an "action-getting gimmick."

Budgeting — Top management often budgets advertising by historical rule-of-thumb basis with or without consent of advertising management, after which advertising management has the problem of deciding how to divide up its fiscal pie, said G. Rowland Collins, dean, Graduate School of Business Administration, New York U. Such procedure is "upside down," he contended, lacking flexibility and attention to individual needs. Alert managements are planning to earmark larger shares of retained earnings for market expansion and product innovation, bearing in mind that plan capacity has doubled in a decade with no corresponding increase in spending for distribution. He recommended setting up a "funded reserve for product development and promotion," a device which he believed would legally aid a company's tax problems as well as its future.

Economic System Campaign—More than $3 million in time and space have been contributed to the American economic system campaign of The Advertising Council, said its coordinator, Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co. Foundation of the campaign was set up by a joint ANA-AAAA committee. Mr. Gray reported radio gave the campaign more than two billion listener impressions and that one message on *Mr. District Attorney* program pulled 13,000 requests for the campaign's booklet, *The Miracle of America*.

Poll—At "open stockholders meeting" of The Advertising Council, results of three-day balloting during ANA meetings revealed that "the high cost of government" was considered by ANA members the most vital non-political problem facing America. Some other problems, listed according to vote: Labor-management relations; threat of socialism; strengthening the United Nations; the threat of Communism; moral and spiritual revival; stabilizing our economy; post-war conditions in our schools.

WWJ CHANGES

Four Staffers Are Promoted

HARRY BANNISTER, general manager of WWJ-AM-FM-TV Detroit, announced a series of promotions in that organization last week, to be effective immediately.

Mr. Walbridge

Willard Walbridge, general sales manager, will add the title and duties of assistant general manager to Mr. Bannister, but will retain supervision of the sales staff.

Two WWJ-TV salesmen moved up in the new changes. Norman Hawkins will be assistant sales manager of WWJ, and Robert Schlinkert will be assistant sales manager of WWJ-TV. In another change, Mabel Munroe will be office manager, taking over many of the duties of the late Harold Priestley [BROADCASTING, Oct. 10].

We're Not . . . But We Could Be Starry-Eyed About The Radio Job We're Doing, 'Cause . . .

We Get Results

During the past 23 years
★ we've won lots of friends
★ earned some heavy prestige
★ enjoyed a wide social acceptance
★ and we've done a *good selling* job for our advertisers, too!

All because we know how to program ...and have the enthusiasm and interest to follow through in detail.

For complete data on WIOD, call our Rep...

George P. Hollingbery Co.

WIOD
FIRST IN MIAMI

James M. LeGate, *General Manager*

5,000 WATTS • 610 KC • NBC

How's Business?

(Continued from page 29)

noted in the Census Bureau's figures for September was reflected in reports from the Dept. of Labor's Bureau of Employment Security. The bureau reported that unemployment insurance continued claims, representing the number of claimants who had been unemployed for a full week, declined to 1,806,073 during the week ended Oct. 1. This is the lowest level reached since the second week in February. Although continued claims declined, Robert C. Goodwin, bureau director, said that initial claims, indicating new unemployment, increased. Some of these new initial claims were caused by lay-offs due to coal shortages in localized areas and others were attributed to lay-offs in anticipation of the then impending steel strike. With the steel and coal strikes now in full swing, and the lay-offs which have resulted from material shortages in other industries, a sharp upswing in initial claims is anticipated.

With a relatively stable volume of employment and income experienced during August, sales of retail stores showed little fluctuation from July, according to the Dept. of Commerce. Preliminary figures on retail sales indicate a volume of $10,575,000,000 for August compared to $10,242,000,000 in July. August sales were about 3% below last year's figure after allowance for trading day differences. Total sales have indicated unusual stability since the first of the year, fluctuating within an exceptionally narrow range.

Department store sales in August followed this trend—increasing from July but remaining below the same period of a year ago, according to figures of the Federal Reserve Board. With an index base figure of 100 (1935-39 average), the preliminary seasonally adjusted August index stood at 282. July figure was 279 and for August 1948, 309.

Consumer credit outstanding increased from July to August to an estimated total of $16,452,000,000 at the end of the month. The increase was $265 million for the month and reflected a gain in all major types of credit except charge accounts, according to Federal Reserve Board figures. Total amount outstanding at the end of August was approximately one-tenth larger than a year ago. Installment credit outstanding Aug. 31 is estimated at $9,613,000,000, $282 million above the July 31 figure. Charge accounts declined 2% in August, a movement similar to that occurring in each of the two preceding years.

The agricultural outlook is bright for this year with the Dept. of Agriculture predicting the second largest crop production on record. Aggregate all-crop production is now indicated at 131% of the 1923-32 base. This huge agricultural output is due to fairly large production of most individual crops, the Dept. of Agriculture reports, rather than record-breaking production of a few.

The general economic health of the nation continued strong in August and September, gaining in most cases from the preceding month but continuing to remain slightly below the level of a year ago. With between one and two million people idle as a result of the coal and steel strikes, and the threat of strikes in the steel fabrication and aluminum industries, the overall effect on the nation's economy is not yet set. If the present strikes are settled shortly, their effect will probably not be felt too serious on a nationwide basis. Certain areas are now being hit hard by local conditions but should be able to look toward a resumption of normal conditions with a settlement of current labor problems.

FIRST 15 PACIFIC HOOPERS—September 1949

Program	No. of Stations	Evening Sponsor & Agency	Hooper	YEAR AGO Hooper	+or—	Pos.
Adv. of Sam Spade	6	Wildroot Co. (BBDO)	15.3	14.6	+0.7	2
The Whistler	6	Signal Oil (Stebbins)	14.5	11.7	+2.8	10
Truth or Consequences	6	Procter & Gamble (Compton)	14.2	7.3	+6.9	33
Radio Theatre	6	Lever Bros. (JWT)	13.8	12.5	+1.3	7
F.B.I. In Peace & War (Indicative Only)	6	Procter & Gamble (Biow)	12.8	13.7	—0.9	4
Crime Photographer	6	Philip Morris (Biow)	12.3	7.6	+4.7	29
My Friend Irma (Indicative Only)	6	Pepsodent Div., Lever Bros. (FC&B)	12.2	—	—	—
Curtain Time	6	Mars Inc. (Grant)	11.8	1.6	+10.2	97
Let George Do It	6	Standard Oil Co. (BBDO)	11.7	9.9	+1.8	15
Inner Sanctum	6	Emerson Drug (BBDO)	11.5	12.9	—1.4	5
Horace Heidt	6	Philip Morris (Biow)	10.9	14.4	—3.5	3
Dennis Day	6	Colgate-Palm.-Peet (Bates)	10.7	8.1	+2.6	27
What's Name of That Song?	6	Wildroot Co. (BBDO)	10.6	10.0	+0.6	14
Bob Hawk (Indicative Only)	6	R. J. Reynolds Tobacco (Esty)	10.4	8.9	+1.5	20
Suspense (Indicative Only)	6	Electric Auto-Lite Co. (N-E)	9.9	7.1	+2.8	34
Godfrey's Talent Scouts (Indicative Only)	6	Thomas J. Lipton Co. Div., Lever Bros. (Y&R)	9.9	11.9	—2.0	9

BINDERS

AT REDUCED PRICES

. . . to keep your weekly issues of BROADCASTING handy; instantly available for reference and research.

HOLDS 6 MONTHS' ISSUES

Pictured here, this 9½"x13" binder is of sturdy blue leathercloth, kivar lining, canvas joints, constructed to last for years.

Send coupon today. Orders filled promptly.

$4 ea.

(5 or more $3.50 ea.)

ORDER TODAY

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Gentlemen:
Enclosed please find ☐ *check* ☐ *money order* ☐ *bill me for* ☐ *binders to be sent direct to:*

NAME

FIRM

ADDRESS

CITY STATE

Waltham Signs Show

WALTHAM WATCH Co., New York, through its agency, Hirshon-Garfield, New York, will sponsor *Share the Wealth* [CLOSED CIRCUIT, Oct. 10] effective Oct. 17 on ABC. The show will be heard Monday, 8-8:25 p.m. Contract is for 13 weeks.

NAB Membership

(Continued from page 29)

them what you want and need it is not surprising that your voice is not heard."

Judge Miller's address marked the Thursday afternoon session which also featured a talk by Dr. Kenneth Baker, NAB director of research and acting president of the Broadcast Measurement Bureau.

Henry P. Johnston, WSGN Birmingham, Ala., district employe-employer relations chairman, presided over the morning program. Speakers included Richard P. Doherty, director of NAB's Employe-Employer Relations Dept. who led a discussion period on costs, profits and labor problems.

Mr. Doherty hammered home the theme that a careful time study of employes and the work they do could in many instances cut operating expenses and improve efficiency.

"Intelligent, legitimate job integration is the key to cutting costs," he stated. "Management has lackadaisically allowed jobs to balloon themselves beyond reason."

Carl Haverlin, president of Broadcast Music Inc., told delegates that the current success of his organization was based upon three key points: (1) composers and publishers; (2) recording and transcription library, and (3) use of BMI music, live and recorded, by stations on an ascending scale.

"BMI average performance," he added, "continues up, with the first seven months of 1949 showing approximately 10% increase over a similar period last year. BMI, competitive spirited, does some 40% of ASCAP performances now. Our slogan is '50-50 by '59' and we are pushing hard toward that goal."

The district banquet was held Thursday night in the Hotel Roosevelt, convention headquarters.

Speakers on the Friday program (see late story, page 4) included W. Wright Esch, WMFJ Daytona Beach, Fla., Fifth District sales managers chairman, who presided, and Maurice B. Mitchell, director of BAB, who spoke and also led discussion sessions on the theme, "Increasing Radio's Share of the Advertising Dollar."

Sharing as hosts in the two-day three-state district meeting were Mr. Esch, president of the Florida Assn. of Broadcasters; Edwin Mullinax, WLAG La Grange Ga.; Georgia Assn. of Broadcasters head. Howard E. Pill, WSFA Mongomery, president of the Alabama Broadcasters Assn., was unable to attend because of illness in the family.

WBAL
means business
in Baltimore

It's an Ill Wind . . .

ONE ENTERPRISING Houston business man saw a rare opportunity to advertise to an audience likely to be in a receptive frame of mind during the recent Gulf Coast hurricane threat. It took all the persuasive powers of Jack Harris, general manager of KPRC Houston, to convince him that the station could not accept sponsors for this type of public service broadcasts. The prospective advertiser is a manufacturer of concrete houses.

Central AAAA

(Continued from page 31)

en are becoming more important in the securities markets as purchasers in their own right. They are also the greatest buyers of food, clothing and household products. Most advertising is directed to them, and advertising to women has its effect on their interest as investors by heightening their regard and respect for well-advertised companies."

A forecast for good business—"for those who make it good"—was made by Clarence Goshorn, chairman of AAAA and president of Benton & Bowles. Speaking on "You—and Economics," Mr. Goshorn talked of the science of today's economy in layman terms. Accepting the premise that "a forecastable rhythm runs through our economic life," he concluded that "unhappily, the trend of this rhythm now averages downward." He outlined sales declines for the first half of the year, when retail dollar volume fell off about $20 million each shopping day. "This works out to about 13 cents per person per day for all shopping days. But let's not laugh this off, because it will add up to more than $5 billion in decreased purchases if it continues for a year," he said.

Prospects for the rest of the year give him confidence, Mr. Goshorn said. "We advertising agents have been doing pretty well so far this year. Through July, advertising expenditures have been running well ahead of last year—well above any other year." However, government economists estimate a need for increased advertising of $1,200,000,000, he reported

Optimistic reports have been received from his clients. Mr. Goshorn said, with many "Admitting apologetically that business and profits are good. Like the general public, with money in its pockets and in banks and with high-paying jobs, they haven't recognized the recession we have been going through. Some of them have been bullied by the propagandists into thinking the bump will come later, and are gratefully surprised that they haven't hit it yet."

Two facts indicate to him, however, a good and sound business in the future—and "each is worth more to me than a roomful of the lucubrations of the economists."

1. "In midsummer, the National Assn. of Purchasing Agents, consolidating individual members' current purchasing policies, observed that those reporting increases over balanced declines by three to one. . . . Hundreds of purchasing agents, buying on the basis of intimate knowledges of their own businesses, should be a safer forecast than any economist's dreaming for all of them."

2. Two months ago, Mr. Goshorn read 100 letters solicited by a national magazine from "important" manufacturing executives as to opinions on each person's own firm's prospects in the months ahead. "Not every one was optimistic, but the pessimists were few in comparison with those who looked for better business—better business for their own companies."

Concluding, Mr. Goshorn said: "They could be wrong, but I'd rather trust them to be right about their own businesses than I would the pencil-pushing theorists to be right about our economy as a whole."

Featured Speakers

Other speakers included William H. Albers, head of his own Super-Market chain and former Kroger Co. president, who told "Why We Feature Nationally Advertised Brands"; Samuel G. Barton, president, Industrial Surveys, who gave his ideas on satisfactory food product advertising; Enno D. Winius, president, Winius-Drescher-Brandon, "Let's Stop Being Geniuses"; Alex T. Franz, Frederick, Franz and MacCowan, "Are We Overlooking the User as a Prospect?"; Henry Haupt, vice president, BBDO, "How Agencies Can Prove Most Effective When Sales Decline," and Fairfax M. Cone, board chairman, Foote, Cone & Belding, "I Wish We Had Done These Campaigns."

Burr Tillstrom, creator of NBC-TV's *Kukla, Fran & Ollie*, and his cast exhibited a sample of their adlib routines at the Friday luncheon, presided over by Earle Ludgin, president of the Chicago agency bearing his name and Central Council chairman.

CHARLES LANE

Son of Field Executive Dies

CHARLES LANE, 12, only son of Howard Lane, vice president in charge of radio of Field Enterprises, and Mrs. Lane, died early Thursday morning at the Childrens Memorial Hospital in Chicago. The immediate cause was a brain tumor.

Charles had been stricken Saturday at the Lane home, Sunset Ridge Rd., Northbrook, Ill., and was removed to the Chicago hospital the following Monday. Funeral services were held Saturday at Christ Church Chapel, Winnetka, Ill.

RENEWAL DATE

For Licenses Set By FCC

DATES which will form 1949's "composite week" for next year's station license renewal applications were announced by FCC last week.

All AM and FM stations whose licenses expire in 1950 must base their renewal applications' program log analyses upon these dates in 1949. The dates:

Monday, Jan. 17; Tuesday, March 1; Wednesday, April 6; Thursday, May 12; Friday, July 22; Saturday, Sept. 10; Sunday, Oct. 9.

WHOM BIDS

WINS Group Seeks Facilities

A GROUP of WINS New York employes are among four bidders negotiating for the facilities of WHOM New York, which must be sold by its present owner, Generoso Pope, who bought WINS, subject to FCC approval, from Crosley, subsidiary of Avco Mfg. Corp. [BROADCASTING, Oct. 3].

The Pope interests expect to take over the WINS 50 kw transmitter and wave length but will retain its present studios and offices now housing WHOM. In addition the present plans reportedly call for Mr. Pope to use the call letters WINS for his newly acquired station.

Meanwhile, the employes of WINS have met with Mr. Pope Jr., to discuss the possibilities of the group buying the WHOM (5 kw) facilities with the WINS studios. The WINS employe group is headed by Don Goddard, a newscaster on the station.

Another group, *Jersey Journal*, a Jersey City newspaper, also has been interested in the project. However, it was understood last week that this deal has fallen through.

The asking price by the Popes for WHOM facilities is reportedly $450,000.

Two other unidentified organizations also are said to be interested.

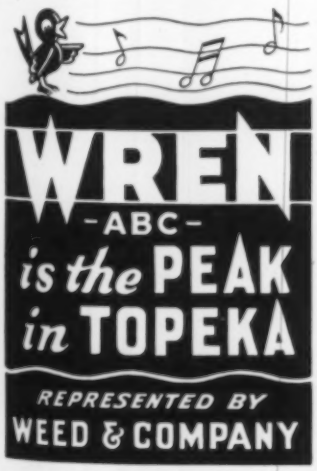
• LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEADERSHIP IS E

This is WSYR ACUSE AM • FM • TV

NBC Affiliate in Central New York

21 rich Central New York Counties
205,000 BMB Station Audience Families

Headley-Reed, National Representatives



MANSFIELD 'JOURNAL'

FCC Files Reply

REPLY was filed by FCC last week to the appeal of the Mansfield *Journal* and associated Lorain *Journal*, both in Ohio, against the Commission's decision which denied broadcast facilities to the papers on ground their owners sought to suppress competition in Mansfield. The appeal was filed last November in the U. S. Court of Appeals for the District of Columbia [BROADCASTING, Nov. 15, 1948].

FCC had held the Mansfield *Journal* was not qualified to own and operate AM and FM stations in Mansfield because it had sought to suppress competition in the dissemination of news and information in that city from the existing radio station there, WMAN.

The reply to the appeal said the Mansfield *Journal* has never recognized WMAN and has consistently refused to print its program logs or to carry any other news concerning the station and its activities except of a detrimental nature. Moreover, FCC stated testimony of various merchants of the city of Mansfield, corroborated by other witnesses, shows the applicant had attempted to coerce local merchants to refrain from advertising over the station by threatening and in some cases carrying out the threat to cancel their newspaper advertising.

In its appeal, the Mansfield *Journal* stated FCC's reason for denial "were illegally imputed and without support." Neither the Sherman Anti-Trust, Clayton nor Communications Acts give FCC jurisdiction over such matters, the appellant declared.

A fortnight ago the Dept. of Justice filed an anti-trust suit against the Lorain *Journal* in the U. S. District Court for the Northern District of Ohio, Eastern Div. [BROADCASTING, Sept. 26, Nov. 3]. The suit charges the paper with seeking to suppress competition of WEOL Elyria-Lorain. The case sets a precedent in this field.

DAD'S ROOT BEER

AM-TV Spot Campaign Set

DAD'S Root Beer Co., Chicago, begins a month-long national AM and TV spot campaign starting Oct. 27, offering the mama-size bottle (one quart) for one cent if purchased with the papa size (half gallon).

Agency, Malcolm-Howard, Chicago. Art Holland is accountant executive.

Upcoming

NAB DISTRICT MEETINGS

Oct. 17-18: Dist. 4, Carolina Inn, Pinehurst, N. C.
Oct. 26-27: Dist. 3, Skytop Lodge, Skytop, Pa.
Oct. 31-Nov. 1: Dist. 1, Somerset, Boston.
Nov. 3-4: Dist. 2, Berkeley-Carteret, Asbury Park, N. J.
Nov. 21-22: Dist. 8, Book Cadillac, Detroit.
Nov. 28-29: Dist. 16, Paradise Inn, Phoenix.
Dec. 1-2: Dist. 15, Mark Hopkins, San Francisco.
Dec. 5-6: Dist. 14, Utah, Salt Lake City.
Dec. 14-15: Dist. 17, Benson, Portland, Ore.

* * *

Oct. 16-19: Pacific Coast Council of Southern California AAAA chapter convention. Arrowhead Springs Hotel, Arrowhead Springs, Calif.
Oct. 19-21: Assn. of Canadian Advertisers, 35th annual convention, Royal York Hotel, Toronto.

FS&R NAMES

Maddox, Scott to New Posts

Mr. Maddox

Mr. Scott

JOHN C. MADDOX, director of research since 1941 of Fuller & Smith & Ross Inc., New York, Chicago and Cleveland, has been appointed assistant to the firm's president. Douglas E. Scott, who has been assisting Mr. Maddox, will replace him as research director. Both appointments are effective immediately.

Mr. Maddox, 1932 Georgia Tech graduate, has been successively assistant to the president of W. B. Davidson Inc. (business systems), assistant to the research director, Montgomery Ward, and assistant to George Piper, market counsellor. He also has been research assistant at BBDO and U. S. Advertising Corp. Mr. Scott joined the agency in 1945 as associate director of research following four years of research work with the Navy and two years of newspaper work. He graduated from Antioch College.

RADIO DESTINY

Won't Die, Says FC&B's Da

RADIO is destined to become [a] secondary medium, but it "does n[ot] have to die," Hugh Davis, executi[ve] vice president of Foote, Cone [&] Belding, declared in an addre[ss] Wednesday before the Chica[go] Radio Management Club.

While assuming that radio ca[n] not compete with television "a[s] more than silent pictures co[uld] compete with talkies," Mr. Da[vis] asserted that its "continued exi[st]ence depends to a great deal up[on] station operators and talent." H[e] emphasized he was speaking [of] "talent" in the broad sense, inclu[d]ing actors, writers, producer[s] musicians " and their unions."

"When I talk of the future [of] radio, I do not mean tomorrow [or] even next year, but that day wh[en] almost everyone who wants a tel[e]vision set can have one, and wh[en] programs are available to all h[is] perhaps the remotest areas of o[ur] country," he said. "Certainly, unt[il] that time radio will continue to h[ave] a primary advertising medium—almost an advertising necessity."

He warned that if the degree [of] listening to top rated radio show[s] in New York television homes co[n]tinues on a national basis, "the[n] radio, by necessity, must reach [a] relatively small market, whethe[r] you choose to put it on a nationa[l] or a local basis."

Mr. Davis disagreed with thos[e] who conclude that radio is dea[d] "because no advertiser in his righ[t] mind is going to pay a time an[d] talent bill of some $40,000 per week for a top radio show in order t[o] reach a million-plus homes."

Mr. Davis disclosed that Foote, Cone & Belding is exploring a plan to have a high class radio show at a very small talent cost. A show would be rehearsed and done for television, and immediately afterwards, the same cast, with the same basic script, with necessary changes, would be taped for radio. The audio show would be put on the network at some designated time, or perhaps on whatever individual stations might be desired, he explained.

ONE of First Five ABC Stations

WSGN

AM 610 KC
FM 93.7 MC

In Birmingham ALABAMA

Month after month in cities with 4 networks or more WSGN continues among the top 5, A. M., P. M. and Night!

NATIONAL REPRESENTATIVE
HEADLEY—REED

GATES
100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering lugs to 10 KW transmitters A.M. and F.M.
Make Gates your ONE source for all broadcasting equipment needs. Six daily air freight flights serve your emergency needs wherever you may be.
TELEPHONES:
IN QUINCY 522
IN WASHINGTON MET. 0522
GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

TRANSIT TALK

Crisler Cites Growth

TRANSIT RADIO'S growth in the last year was cited by Richard C. Crisler, executive vice president of Transit Radio Inc., in an address before the Public Relations Div. of the American Transit Assn. in Atlantic City Oct. 5. The number of markets has mushroomed from one to 16 in that time with contracts in effect for 11% of the vehicles placed in operation since 1942, he said.

He reviewed surveys which, he said, show a similar uniform high percentage of riders voting in favor of transit radio. In addition, he pointed out, there are now over 400 advertisers who have used, or are using, Transit Radio in 16 markets. Such radio accounts, Mr. Crisler continued, have not cut into revenue produced by car-cards but have made them easier to sell by dramatizing the value of the bus audience."

Because his company only sells equipment and national advertising, Mr. Crisler said he could give his opinion on whether a transit company should go into the broadcasting business itself by buying or leasing a radio station. His view was to disfavor any such action because the company would meet with extreme public criticism, and because of the "unprofitable status of FM radio," most stations are willing to make favorable propositions in order to get a franchise.

Mr. Crisler outlined the following points for consideration in selecting a station with which the transit company should do business: A respected name in the community, financial integrity, and technical facilities. These, he said, assure proper programming, proper use of commercials and satisfactory public relations.

L. A. Exposition

NATIONAL Television-Radio Exposition, sponsored by the Southern California Radio and Electrical Appliance Assn., is being held at Shrine Convention Hall, Los Angeles. Exposition opened Oct. 15 and will run through Oct. 23.

Programs

BOYS and girls from all schools in area, as well as church and other group choirs will be able to participate in new talent show over WCOP Boston. Interested students apply for chance to have part in *Student Radio Club* broadcast by contacting leader of group in their respective neighborhoods. More than 100 clubs are working with Pepsi-Cola Co., show's sponsor, and station in selection of talent for broadcasts. Cash awards are given to three weekly winners.

Advice to Parents

SERIES of programs for 16 weeks on WGL Fort Wayne, Ind., features talks by Dr. L. E. Woodward, child psychologist and field consultant for National Committee for Mental Hygiene. Titled *The Inquiring Parent*, topics such as, "Humor in the Home," "Moral Training of Children through the Eyes of Teen-Agers," are discussed by Dr. Woodward and local authorities on childhood problems. Series is public service feature.

Traffic Obituary

PART of special drive against traffic fatalities by WAVZ New Haven, Conn., was recent program in which station's director of women's programs and program director took part. Life story of woman who had been killed in traffic accident day before was narrated, followed by short summary of accident trends and message encouraging motorists and pedestrians alike to work for traffic safety.

Varied Series

FIVE-a-week strip beamed at farm audience has been launched by KIRO Seattle under title, *Country Correspondent*. Format provides different authority on agricultural and gardening problems on show each day. Series is of general interest to farmers with specific types of agricultural problems discussed on different days.

Juvenile Delinquents

TWO shows of series titled *Forums of the Air*, on WNOX Knoxville, Tenn., were devoted to subject of juvenile delinquency prompted by capture of gang of teen-aged pick-pockets. First show featured four authorities on problem discussing its practical and sociological implications. Second program was made up of three "graduates" of state reform school and three of the young pick-pockets. Show was taped several hours before broadcast, but nothing had to be deleted or changed, station reports. Boys discussed their home lives and backgrounds in effort to explain their situation and warn others against it. Second show was much more effective than first, WNOX points out.

Small Businessmen Talk

IN EFFORT to enlighten listeners on problems which face smaller businessmen in New England, WEEI Boston has inaugurated new series. Legislators, labor, business and civic leaders meet with small businessmen at roundtable to discuss problems in fields of taxation, labor-management and government interference. Programs are aired Sunday, 4:30-5 p.m.

Bowling Show

CONTESTANTS from all bowling alleys in city will take part in new *Make It and Take It* show on WXYZ-TV Detroit. Six contestants will bowl for silver dollars and merchandise awards in hour long program. Four top Detroit bowlers will be featured on show each week, giving pointers to contestants and viewers. Local bowling alley is scene of action. Show is sponsored by Floyd Rice, Detroit Ford dealer.

DENVER AD POLL

Higher Return Reported

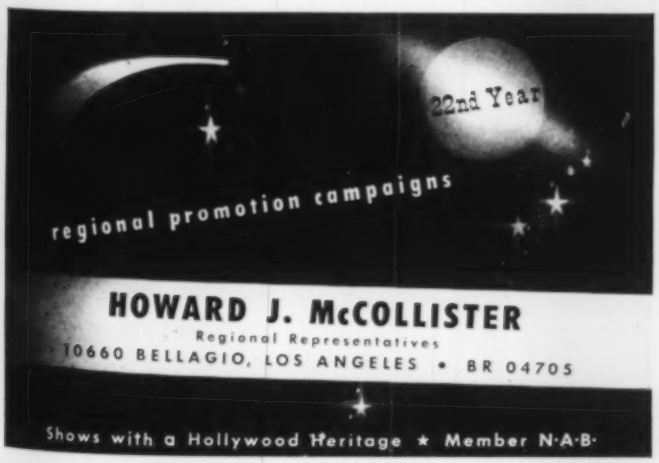
ADVERTISERS are getting as much or more for their advertising dollars spent today than they were 10 years ago. That was the contention of a majority of Denver advertising agency personnel polled in a survey done by the McCord Research Bureau, opinion and marketing research firm.

The bureau pointed out that this contention was held despite increased media and production costs evident during the 1940s. A minority said the advertiser was geting less for his money than he did a decade ago.

McCord Research Bureau officials said that those who felt the advertiser was doing as well or better for his money generally believed that even though costs of advertising have risen, this rise has been more than offset by today's larger circulation and audience and increased buying power. The minority who took a dimmer view of the present day advertising picture looked with disfavor on the large amount of competition many advertisers must face.

Results of the survey were as follows: More for money 42%, about the same 37%, less for money 21%, no opinion 0%, total 100%.

ANDREWS Sisters recording special Yiddish rendition of Campbell's soup theme for use on Miriam Kressyn show on WEVD New York.


22nd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

Latest Record Hits
on
new "DJ" couplings
from RCA VICTOR*

MINDY Carson
Lonely Girl
You're Different
DJ-778

PERCY Faith
Whirlwind
My Dream Concerto
DJ-779

PHIL Harris
Row Row Row
I Ain't Gonna Give Nobody None o' This Jelly Roll
DJ-780

COUNT Basie
Walking Slow Behind You
Rocky Mountain Blues
DJ-781

PHIL Regan
Daddy's Little Girl
Oh Eleanor
DJ-782

* "DJ" disks couple the cream of the RCA Victor hits for your convenience!

RCA VICTOR RECORDS

NARND PANEL

To Weigh Newsmen's Future

TIMELY topic dealing with the effect of television on the radio newsman's job, headlines the fourth annual convention of the National Assn. of Radio News Directors at the Hotel Commodore, New York, Nov. 11-13. The question will be handled in a TV panel by dean of Washington newsmen, Elmer Davis, and Charles Hull Wolfe, radio and TV copy chief of McCann-Erickson.

Mr. Davis, ABC news analyst and former head of the OWI, will elaborate on his remarks made last spring at the U. of Missouri when he was awarded an honor medal in journalism, that television will put an end to audio newscasts as presented today in about two years. Mr. Wolfe will point up a continued future for the type of AM newscast despite TV's progress.

Until recently director of the radio and testing bureau of BBDO, Mr. Wolfe joined McCann-Erickson as radio-TV copy chief Oct. 1.

The panel, entitled "TV's Impact on AM News," will be held near the close of the convention on Sunday morning, Nov. 13. Membership in NARND is not required of persons planning to attend the New York convention, Ben Chatfield, second vice president, has announced. While Hotel Commodore can take reservations up to Monday, Oct. 31, Mr. Chatfield urged newsmen, station managers and journalism professors to make reservations early.

The Texas Rangers

"AMERICA'S FINEST WESTERN ACT"!

The Texas Rangers, stars of stage, screen, radio and television, early this summer made a personal appearance tour in the Midwest. They are pictured here in Oklahoma City, when they were commissioned honorary Colonels of the State of Oklahoma by Governor Roy J. Turner.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooperatings as high as 27.4.

Advertisers and stations — ask about our new sales plan!

Wire, write or phone

ARTHUR B. CHURCH *Productions*
KANSAS CITY 6, MISSOURI

Production

KEN HANSON, formerly with Young & Rubicam, New York, and Sam Jaffe Agency, Hollywood, joins production staff of CBS *Meet the Missus.*

WILLIAM LADD becomes production director of KWSC Pullman, Wash. He formerly was associate director of radio programs for U. of Washington, Seattle.

RICHARD B. RAWLS transferred from manager of television operations for ABC to network's station relations department where he will concentrate on television. He joined ABC in January 1946 after service with U. S. Army Signal Corps. Before war he was manager of studio operations at CBS-TV, New York, and before that manager of CBS radio service operations, New York.

ILEENE HEIMAN, former program promotion director at Toni Co., Chicago, joins WBKB (TV) Chicago as continuity editor.

GRANT MERRILL, drama professor at U. of Washington, Seattle, writes and narrates *Three-Ring Circus* show for KING Seattle.

HAL MILLER, producer at WBBM Chicago, resigns to manage retail television store in suburban Cicero, Ill.

ED TOBY, formerly of WMMW Meriden, Conn., joins WKBS Oyster Bay, N. Y., as announcer-salesman.

CARROLL FOSTOR, public affairs director at KIRO Seattle, Wash., named radio co-chairman in local Community Chest campaign.

EDDIE GALLAHER, disc jockey for WTOP Washington, writes record column in Sunday *Washington Post.*

RAY HUTCHINS joins announcing staff of CJAV Port Alberni, B. C.

ERNEST LUCAS, former film editor of WGN-TV Chicago's *Chicagoland Newsreel,* appointed TV director in program department of station. His first assignment is *Chicagoland Mystery Players.*

MARY JONES, women's commentator for WFIL Philadelphia, received New Jersey State Fair Award for most outstanding interview program. Award was made on basis of community survey determining which radio personalities offer most personal and public service to area listeners.

ANTHONY KOELKER, manager of station relations at ABC Chicago, and Patricia Peebles have announced their marriage.

JOSEPHINE WETZLER, educational director for WLS Chicago, spoke on work of German Youth Activities group at luncheon given in honor of her return from tour of Europe.

CHARLES DWYER, manager of guest relations at ABC Chicago, is the father of a girl, born Oct. 2.

NATIONAL Assn. of Electrical Distributors, New York, issues booklet, *Manual of Experience,* containing analysis of TV dealer's problems of installation and service.

FOR an on-the-spot story, Newscaster Joseph Hainline (with mike), of WJR Detroit, interviews John S. Bugas, Ford vice president, on the new Ford-UAW pension plan. WJR had its microphone on the scene at the completion of negotiations, giving listeners comprehensive coverage including final signing of the pension agreement.

'RADIO THEATER'

Tops Canada's Radio Poll

A U. S. show, *Radio Theatre* (Lux) headed the September ratings, release Oct. 7 at Toronto by Elliott-Haynes Ltd. The ten leading evening network shows in Canada during September were *Radio Theatre* with rating 25.9, *Twenty Questions* 15.1, *Suspense* 13.4, *King's Men* 13.1, *Mystery Theatre* 12.9, *Treasure Trail* (Canadian program) 11.7, *Contented Hour* 10.9, *Club 15* 10.8, *Arthur Godfrey's Talent Scouts* 10.6, and *Music Hall* 10.3.

Leading five daytime network programs during September were *Ma Perkins* 15.1, *Big Sister* 15.1, *Pepper Young's Family* 13.9, *Happy Gang* (Canadian program) 13.9, and *Right to Happiness* 13.4.

French-language evening network shows were more numerous during September and leading five were *Un Homme et Son Peche* 32.2, *Metropole* 24.4, *Prix d'Heroisme* 20, *Juliette Beliveau* 18.3, and *Jouez Double* 15.7. Leading French daytime programs were *Rue Principale* 20.8, *Jeunesse Doree* 20.5, *Tante Lucie* 17.8, *A l'Enseigne des Fins Gourmets* 17.8, and *Maman Jeanne* 17.7.

TWELVE-game football schedule of WSNY Schenectady, N. Y., has been purchased by Schenectady Works of General Electric Co.

DEFENSE TIME

ABC Airs New Series Oct. 2

A NEW series of weekly programs titled *Time for Defense* will be inaugurated by the Dept. of Defense over ABC beginning Oct. 25, Defense Secretary Louis Johnson has announced.

The programs will feature concert and choral groups and vocalists from the armed forces and on-the-spot documentaries of defense activities in the U. S. and overseas. Commentaries will be delivered by William Frye, assistant to the Defense Secretary. It is the department's initial AM network venture in that vein, Secretary Johnson said, congratulating ABC for "its role in helping the American people to keep informed concerning their national military establishment."

Mark Woods, ABC president, said the network and its independently-owned affiliated stations were proud to join with the Defense Dept. in offering the first comprehensive post-war national radio series on the status of American defense. "Through the medium of radio, using all devices that science has developed to eradicate space and time, jointly we will perform the task outlined. . ." Mr. Woods stated.

Lou Holtz Series

CHARLES MICHELSON Inc., New York, has been appointed to handle the distribution of the Lou Holtz five-minute transcribed comedy series, *Lou Holtz Laugh Club,* partially produced last season and now completed. Stations, which have ordered the series thus far, according to the company, are: KPHO Phoenix; WLAD Danbury, Conn.; KOWL Santa Monica; KEIO Pocatello, Idaho; WIMS Michigan City, Ind.; WHRV Ann Arbor; KLAS Las Vegas; WSRS Cleveland Heights, Ohio; WCHA Chambersburg, Pa.; KPRC Houston; WSSV Petersburg, Va.; KREM Spokane.

WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

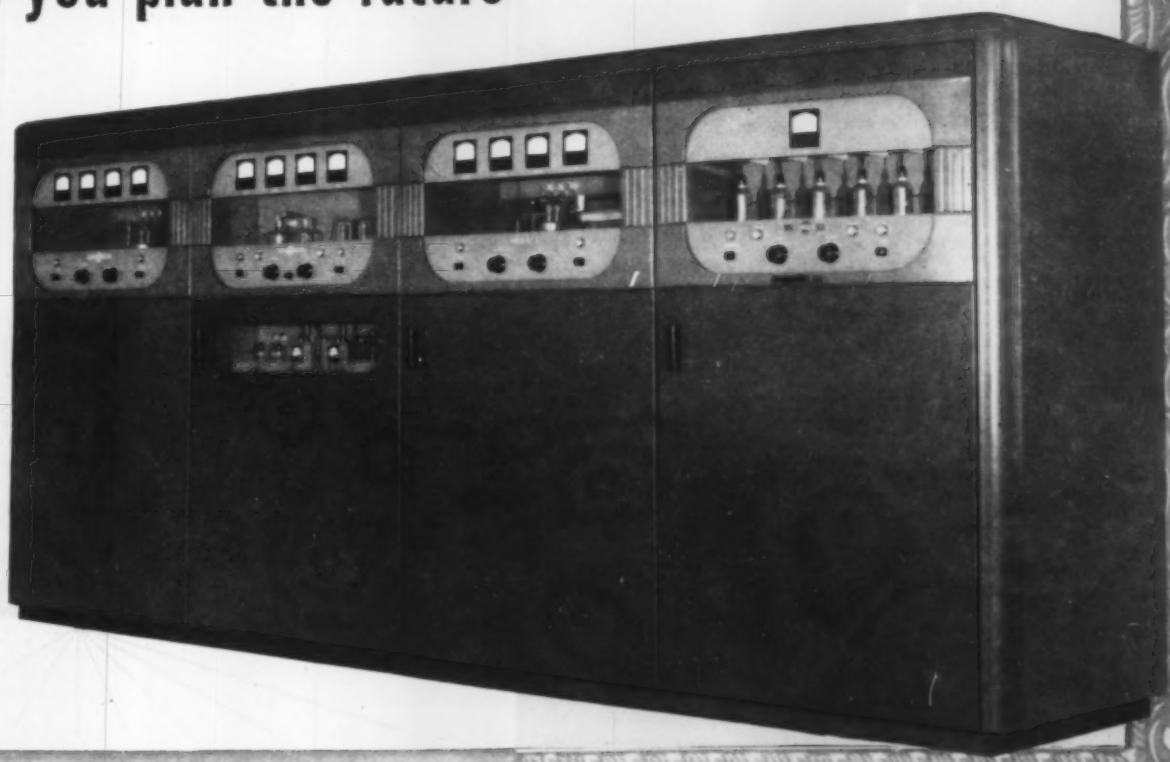
WSAP . . . "solving advertising problems" in Virginia's FIRST market.

WSAP MUTUAL NETWORK AFFILIATES
SERVING
PORTSMOUTH NORFOLK NEWPORT NEWS
1490 KILOCYCLES

WSAP-FM
99.7 MEGACYCLES OR CHANNEL 259

B. Walter Huffington, General Manager **Ask Ra-Tel!**

As you plan the future



The Collins 21B 5 kw and 21L 10 kw AM transmitter

And You Will Find Proof That the Collins 21B/L Is the Best Transmitter for Your 5 kw or 10 kw AM Installation

• The experiences of many broadcasters have vindicated their good judgment in choosing a Collins 5 kw or 10 kw transmitter for their station. Now, with so many installations giving years and years of reliable service in the field, you broadcasters who are planning 5 kw or 10 kw installations can look back over the past and find there the proof of quality claims in the Collins equipment of today.

Your future operations depend on this quality. It is derived from a long background of manufacturing equipment for all types of radio services, all of which demand quality and dependability. You can take advantage of this.

Today, and in the future, your Collins 21B/L will serve you even better than the successful designs of the 5 kw transmitters we have supplied in the past. This claim is evident when you investigate the superior features offered in the 21B/L. Write Department BC-2, Collins Radio Company, Cedar Rapids, Iowa. The latest information on the 21B/L, and definite reasons why it will be your best purchase for your future operations, will be sent promptly.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd St.
NEW YORK 18

2700 West Olive Ave.
BURBANK

M & W Tower
DALLAS 1

Fountain City Bank Bldg
KNOXVILLE

Allied Arts

SARAH PALFREY, TV star on shows for WPIX (TV) and WNBT (TV) both New York, signs with TELE-scoops, New York, package show producer, to be star of new TV show.

BENTON PASCHALL, for past year manager of Hollywood office of Western Radio Advertising radio representatives, purchases full ownership of office which will now be know as Western Radio Sales (of Hollywood). Firm, located at 1213 N. Highland Ave., will operate separately from San Francisco office where Western Radio Adv. is headquartered. Paschall office will represent television as well as radio stations.

JEROME H. WARNER, recently with several major studios in Hollywood, appointed to editorial staff of Jam Handy Organization, Detroit.

ALAN ELROD, formerly head of art section of ABC Hollywood promotion department, joins Searle & Parks Inc., Hollywood (radio packager), as head of promotion department.

LARRY WYNN, vice president of International Trans-Video, New York producer of live and film television shows, chosen to act as advisor on radio and TV plans for campaign of Robert Wagner Jr., running for presidency of Manhattan borough in coming election.

LEONARD SHANE, formerly on ABC Hollywood news and special events staff, opens his own radio and television booking and packaging firm in Hollywood under name of **Leonard Shane Agency.**

CHARLES MICHELSON Inc., New York transcription firm, adds Australian daytimer, *Dr. Mac,* to its list of shows offered for sponsorship.

LEO E. COUTT, formerly public relations director of Scholts Adv. Service, Los Angeles, re-opens public relations office in that city.

Equipment

Dr. FRANK B. JEWETT, for many years vice president of American Telephone and Telegraph Co. and former president of National Academy of Sciences, to receive 1950 medal of Industrial Research Institute Inc., New York.

WDXB STRIKE

Chattanooga Dispute Ends

SETTLEMENT fortnight ago of a dispute between engineers, members of the local IBEW unit, and WDXB Chattanooga management, ended a strike which had forced the station off the air Sept. 25 [BROADCASTING, Oct. 3]. An IBEW spokesman said a satisfactory agreement was reached.

Chief controversy in contract negotiations was the difference of opinion on the use of engineers at the transmitter site and on the operation of the control board in the studio. It was agreed that a technician would be assigned to operate the control board and another engineer at the transmitter site, no one man charged with the responsibility of both jobs at the same time.

Other points of agreement, according to the IBEW, included weekly pay scales of $85 for the chief engineer and $67.50 for other engineers. Local 662 IBEW and WDXB also agreed upon five-day week, two weeks vacation and four weeks sick leave, the union said. The strike was called by the local union allegedly to protest the firing of two engineers and management's refusal to sign a contract. However, Joe V. Williams, Chattanooga attorney and owner of WDXB Broadcasting Co., had charged the union with "featherbedding" tactics in violation of the Taft-Hartley Law.

An NLRB election held at the station Sept. 16 had directed management to negotiate with the local unit as bargaining agent for the engineers.

TAX ISSUE

KGA Spokane Sale Involved In Mason Criticism

SALE last June of KGA Spokane, Wash—50 kw commercial station—to Gonzaga U. of that city won FCC approval last August but the decision did not set well with Rep. Noah M. Mason (R-Ill.), ardent Congressional supporter of tax equality, it was learned last week.

Congressman Mason had in mind the KGA sale a fortnight ago when he criticized certain educational and cooperative organizations which he charged used charitable trust to plead exemption on their taxable earnings [BROADCASTING, Oct. 10].

Included in Rep. Mason's files are details and clippings dealing with the purchase of KGA by the West Coast university from Louis Wasmer, veteran Pacific Northwest broadcaster who was sole owner of the ABC outlet. It currently is being operated as a commercial outlet by the school. Sale was approved initially Aug. 24 by the Commission, with effective date of Sept. 30, and overall consideration was roughly $550,000. Licensee is know as Corp. of Gonzaga U.

The transaction was completed by Mr. Wasmer with Father Francis Corkery, S. J., president of Gonzaga, who promised the station would continue to "serve the community and provide an endowment for future expansion," according to Rep. Mason's files.

Rep. Mason previously had charged that "colleges own radio stations and run them for profit—tax-free profit" and that co-ops operate stations, many of them "with annual sales amounting to millions of dollars." He urged Congress to close loopholes in present federal tax statutes.

The Illinois Republican was on a speaking tour last week and could not be reached, but close sources said he had not only the Gonzaga U. purchase in mind but other examples when he delivered his latest speech on the House floor.

Tax equality will be put into legislative form sometime before next spring, along with repeal of excise taxes, judging by sentiment of many members of Congress, Rep. Mason told his colleagues. He is the author of a bill (HR 5064) to impose income taxes on business income of certain exempt corporations, dealing mostly with co-ops.

One example cited by Congressman Mason was Ed Gardner's *Duffy's Tavern,* which has been tape-recorded in San Juan, Puerto Rico. Mr. Gardner leased studios of WIPR, government-owned outlet, after setting business in compliance with certain government laws there. NBC engineers were transported from New York to record the program for broadcast in the U. S. Mr. Gardner reportedly is also prepared to turn out motion pictures for television use, and intends to remain in San Juan.

Rep. Mason pointed out that under the Puerto Rican law no excise, income or property taxes would be levied against Mr. Gardner, nor would he be liable on U.S. income tax.

CBC GOVERNORS

To Hear Station Bids

APPLICATIONS for a number of new AM stations are to be heard today and tomorrow (Oct. 17-18), at the meeting of CBC board of governors at Fort Garry Hotel, Winnipeg. Two applications are in for 250 w on 1340 kc at Saskatoon; 5 kw station is asked for 930 kc at St. John's Nfld.; 250 w on 1230 kc is being requested at Thetford Mines, Que., and 250 w on 1340 kc at Victoria, B. C.

Power increases are being requested by: VOAR St. John's, from 100 w on 1230 kc to 1 kw on 1300 kc; CHWK Chilliwack, B. C., from 250 w on 1230 kc to 1 kw on 1270 kc; CKRD Red Deer, Alta., increase to 1 kw on 810 kc from 250 w on 1230 kc; CFOR Orillia, Ont., 1 kw on 1570 kc with non-directional antenna from present directional antenna with this power on same frequency; VOCM St. John's 1 kw on 590 kc from 250 w on 1,000 kc. There also are a number of applications for share transfers, and, for CFCF-FM Montreal, a review of its separate programming operations from CFCF-AM.

YOU WON'T GET FIR IN PINE KNOT (Ky.)!

No kiddin', Pine Knot (Ky.) may be oozin' with resin, but it just *cain't* offer much business, for gosh all hemlock.

That's why WAVE keeps spruced up for the Louisville Retail Trading Zone, *exclusively.* And everything's "oak" between us and our advertisers, because we deliver a concentrated audience that has an *$1139 greater Effective Buying Income per family* than folks out in the tall-timber parts of the State.

So pine not for for Pine Knot; instead go *with* the grain in Kentucky — with WAVE!

LOUISVILLE'S WAVE

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC. National Representatives

When It's BMI *It's Yours*

Another BMI "Pin Up" Hit—Published by (Marks)

WHO'LL BE THE NEXT ONE TO CRY OVER YOU

On Records: Phil Reed—Dance-Tone 376; Mills Brothers—Dec. 24749; Four Tunes—Vic.*

On Transcriptions: Blue Barron — Langworth; Larry Fotine—World; Eddie Lemar—Capitol; The Bachelors—Standard.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

News

BILL JACOBS, formerly sports announcer for WUSJ Lockport, N. Y., named sports announcer with WWCO Waterbury, Conn.

THOMAS M. PEDEN, member of staff of WIRE Indianapolis, Ind., for past 11 years, appointed farm service director for station.

JACK CANADY, formerly sportscaster for KFI and KECA both Los Angeles, appointed to newly created post of sports director for KPHO Phoenix, Ariz. He will handle play-by-play for station besides developing and producing other sports programs.

Mr. Canady

LOCKWOOD DOTY replaces JOHN MacVANE on NBC's *World News Roundup*, 8 a.m. EST.

KAL ROSS, staff announcer at WPWA Chester, Pa., appointed station's sports director. He was former sports director at WSYR and WHEN-TV Syracuse, N. Y.

TOM CROSBY takes over football and sports assignments on Broadcasting Corp. of America's Western Network. His programs will be heard on KPRO KPRO (FM) Riverside, KREO Indio, KROP Brawley and KYOR Blythe, Calif. He replaces JON HACKETT, resigned.

KEN ARMSTRONG, formerly of WFDF Flint, Mich., joins staff of WKBZ Muskegon, as news editor.

KEN EVANS, former news director for WOIC (TV) Washington and before that with WOL Washington for five years, joins news staff of WWDC-AM-FM Washington.

KEN WOODDELL, formerly of WDWS Champaign, WILL Urbana, Ill. and WMIX Mt. Vernon, Ill., joins WLBH-FM Mattoon, Ill., as sports and news announcer.

LOWELL THOMAS Sr. and Jr. will appear in Washington Town Hall series in Constitution Hall, Washington, Jan 23.

AL GORDON, head of KFWB Los Angeles news bureau, elected president of Radio News Club, Los Angeles, at recent meeting. Other officers elected were DAVE ANDERSON of NBC news room, vice president; CARROL SUGAR, secretary-treasurer; BETTY PENNY, assistant secretary-treasurer. Named to board of directors were BOB GARRED, CBS newsroom; CLETE ROBERTS, KFWB; JAMES McNAMARA, KLAC Hollywood news director; JACK BECK, head of newsroom, CBS Pacific network.

GARDNER C. NORCROSS, farm counselor for WTAG-AM-FM Worcester, Mass., given 1949 Massachusetts Distinguished Service Award by National Assn. of County Agricultural Agents.

JAMES BULL, member of news department of KXOK St. Louis, is the father of a boy, James Jr.

R. V. HOWARD

Seeks Honolulu Outlet

ROYAL V. HOWARD, consulting engineer, last week applied for CP to operate a 250 w fulltime station on 850 kc in Honolulu. The island city has five regional outlets, with population of 267,000 in the city proper.

Mr. Howard was NAB engineering director up to last July and prior to that held important war posts. He was with Associated Broadcasters, San Francisco, for a number of years. At present he is an industry member of the U. S. delegation participating in the Montreal NARBA conference. He is 5% owner of KXA Seattle.

The application, filed by Cohn & Marks, states he would move to Honolulu and manage the station.

Note for 'Marketbook'

WREL Lexington, Va., is located in Rockbridge County, Philip B. Hirsch, general manager of the station, points out. Due to an error in BROADCASTING'S 1949 MARKETBOOK the station was incorrectly listed as in Rockingham County. The change should be made on page 193, column one of the Aug. 15 MARKETBOOK.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

Only $2.98 helps put new "sell" in television advertising

Sponsor of television show had to refilm his commercials to meet a new selling problem. New films picked up at the studio 4 P.M., delivered to TV station 800 miles away 8:47 P.M. same evening. Air Express cost for 11-lb. carton, $2.98. (In *undramatic* fashion Air Express keeps radio, television or any business rolling.)

Remember that $2.98 bought a complete service in Air Express. Rates include door-to-door service and receipt for shipment—plus the speed of the *world's fastest* shipping service.

Every Scheduled Airline carries Air Express. Frequent service — air speeds up to 5 miles a minute! Direct by air to 1300 cities; fastest air-rail to 22,000 off-airline offices. Use it regularly!

Only Air Express gives you all these advantages

Nationwide pick-up and delivery *at no extra cost* in principal towns, cities.
One-carrier responsibility *all the way*; valuation coverage up to $50 without extra charge. And shipments always *keep moving.*
Most experience. More than 25 million shipments handled by Air Express.
Direct by air to 1300 cities; air-rail to 22,000 off-airline offices.
These advantages make Air Express your best air shipping buy. Specify and use it regularly. For fastest shipping action, phone Air Express Division, Railway Express Agency. (Many low commodity rates in effect. Investigate.)

SPECIFY AIR EXPRESS
GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U. S.

Promotion

PERIODIC publication *WMTR Listening Post* inaugurated this month by WMTR Morristown, N. J. to acquaint listeners with station's staff and programs, and plug its sponsors. Immediate distribution plans call for trial through sponsor's places of business with later possibilities of county coverage via direct mail. Paper, planned by Art Hedges, WMTR newsman and editor, will give complete program listings, not currently covered by Morris county press.

That's the Ticket!

SIMULATED yellow parking ticket developed by promotion department of WHBC Canton, Ohio, calls attention to Cleveland Browns' pro football play-by-play schedule on that station. Members of station's staff affixed tickets to windshields throughout downtown Canton area. Standard Oil Co. of Ohio service stations in area distributed tickets to customers. Standard Oil sponsors grid broadcasts. "Ticket" reads, in part, "Just the ticket for Parking!—We wish only to arrest your attention! Sohio invites you to park leisurely at your radio to enjoy games of the Cleveland Browns. . . ."

—And the Kitchen Sink

FOLDER sent to trade by WRVA Richmond, Va., promotes its *Calling All Cooks* show on Saturday morning. Drawings of program's activities center around picture of woman carrying off kitchen sink. Folder reads, "Buy a participation on 'Calling All Cooks' . . . and you get everything but the kitchen sink. That goes to a lucky housewife." Market data is included.

Newspaper Aid

SHEET distributed to agencies and trade by WMAR-TV Baltimore contains six box stories which appeared during latter part of summer in *Baltimore Sun*. Stories were submitted by six sponsors and headed "TV Success Story." Each sponsor tells of his use of WMAR-TV time, agency's name and number of TV sets in Baltimore at time of writing.

Suntan Red

WHEN McKesson & Robbins, manufacturer of Tartan Suntan Lotion, told Jack Sterling, morning-man on WCBS New York, to announce that free samples of lotion could be had by writing to manufacturer, response of 3,000 letters was expected. When nearly double that number arrived, Tartan manager feared he was losing money. However, samples were so effective that pronounced sales increase was noted almost immediately. Cleverly illustrated booklet has been distributed by station to trade selling this "Story of a Suntan Lotion Manufacturer—and how his face turned red."

Big Ideas

PICTURE of mailman staggering under huge load of mail is keynote of folder sent to trade by Columbia Pacific Network. Inside of folder tells story of one *Junior Stand-In* show in which recovered polio victims took places of six children in polio wards of local hospital on quiz show. Prize proxies won were tripled by station and sent to sick children. Network gives this as example of changing audience participation into listener participation.

Horn Blowing

HOLIDAY sales campaign has been given unique start by WING Dayton, Ohio. Telegram with red, white and blue horn attached was sent to 250 businessmen and timebuyers in area. Message read in part, "Start blowing your horn now for holiday business. This horn won't do the job. . . . WING offers complete promotion, merchandising assistance in planning holiday campaign. Blow your horn the WING way. . . ." Response same day more than paid for cost of horns and telegrams, station reports.

Game Promotion

CARDS illustrated with blue banners and football drawing announce airing of Notre Dame and Villanova football games over WPEN Philadelphia. Dates and game times are included at bottom of cards and caption gives sponsors' names—Amoco Dealers for Notre Dame and Cities Service for Villanova.

Radio and WDSU

COMPREHENSIVE booklet mailed to trade tells story of WDSU-AM-FM-TV New Orleans with profuse illustrations. Executives and staff of WDSU are introduced and station's coverage of local and network programs is shown. Pictures and facts about New Orleans and stories of radio's past and future also are included.

NBC and 'Life'

FIVE pages in Oct. 3 issue of *Life* magazine were used by NBC pointing up network's many stars. Reprint of pages accompanied by letter has been sent to trade by WOAI San Antonio, Tex. Letter reads, in part, "There's plenty of LIFE in NBC these days . . . and at its big clear-channel outlet here in South Texas, too . . . pioneer WOAI . . . has featured NBC stars and shows for more than 20 years!" Letter is written over signature of Dallas Wyant, promotion manager, and signed, "NBC-ing You!"

Explosive Promotion

ENCASED in form of firecracker, invitation to cocktail party was sent to members of press by Frank H. Lee Co. Copy on invitation said, "Firecrackers are exploding all over the air waves. Meet the man who lights the fuses. . . ." Party was held by Frank H. Lee Co. at "21" in New York on Oct. 12, for Robert Montgomery speaking to press.

Personnel

DOUG BENTON appointed publicity assistant at ABC Central Div. He is recent graduate of Medill School of Journalism, Northwestern U., and perviously worked at KOAT Albuquerque, N. M.

JACK LAWRENCE, formerly special-events staff member at KPOA Honolulu and before that staff member of WGIL Galesburg, Ill., and WK... Miami Beach, Fla., appointed pro... tion manager of WIRL Peoria, Ill.

BOB HALL, former librarian and ... jockey of CJAV Port Alberni, B. ... appointed publicity and promotion ... rector.

BURT TOPPAN appointed to han... local promotion and publicity ... WTVJ (TV) Miami, Fla. He will ... under supervision of **SONNY SHE... HERD**, publicity manager for Wom... co Theatres which operate WTVJ.

MGM PACKAGE

KWK Airs Eight Programs

KWK St. Louis began broadcasts yesterday (Oct. 16) of the first units of the Metro-Goldwyn-Mayer transcribed package series of eight programs. KWK's negotiations with MGM are on a franchise basis giving KWK exclusive rights in St. Louis to all of the shows now ready for airing.

Series of programs includes the hour-long *MGM Theatre of the Air;* the three-time per week 15-minute show *At Home with Lionel Barrymore;* the *Good News from Hollywood* alternating on Tuesday and Thursday; the *Hollywood, U. S. A.* program five times a week; *Judge Hardy's Family*, the *Adventures of Dr. Kildare, Maisie* and the *Crime Does Not Pay* program.

'LITTLE KNOWN'

Makes Lively Readi...

A PEPPY little book-pamphl... lends a different approach to st... tions, program and sponsor pr... motion. It is entitled "Little Know... Stories of Muscatine" and author... by W. D. Randall, of KWPC-A... FM Muscantine, Iowa. All of t... stories were taken from Mr. Ra... dall's radio scripts delivered as ... Sunday afternoon series from Ju... 5 to Aug. 28. He explains to h... readers under the heading "To T... Sponsors:"

"This book is dedicated to t... sponsors of the radio series, ... whom brief historical sketches w... be found in the appendix, in de... gratitude for their cooperation ... giving me an opportunity to ha... more fun than I've had since Unc... Ezra starved himself dieting, unt... he had the mumps." Mr. Randa... goes ahead and has his fun wit... lively sketches of historical interes... of the Muscantine area, home ... Mark Twain and Dr. Lee DeFores... inventor of the vacuum tube.

Of the latter, Mr. Randall says: "You can either praise Dr. DeFor... est or take a dim view of hi... achievement, depending upo... whether you like or dislike radi... but the fact remains that his in... vention made the whole thing po... sible."

CAB Convention

CANADIAN Assn. of Broadcasters has changed location of the 1950 annual convention from Hamilton, Ont., to Niagara Falls, Ont. The meeting will be held March 27-30 at the General Brock Hotel, Niagara Falls, Ont.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 33 OF THIS ISSUE

for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 1390 KC 50,000 w FM 105.1 MC

WFMJ

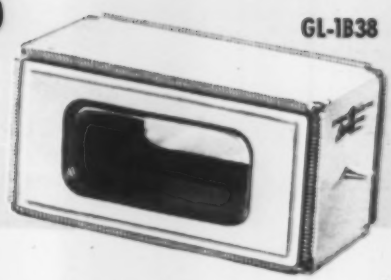
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

BUILT BY THE DESIGN LEADER!

GL-1B63-A

GL-1B44 and GL-1B56

GL-1B38



BROAD-BAND MICROWAVE GAS SWITCHING TUBES

TR, ATR, and PRE-TR types

GENERAL ELECTRIC COMPANY pioneered the broad-band gas switching tube for microwave applications. From G-E research laboratories and drawing-boards came the original plans for these r-f "traffic sentinels" whose instant and automatic operation makes possible modern radar for military purposes—for electronic navigation in fog and darkness—for airway scanning, airport traffic control, and cloud and weather study.

Now G.E. offers to equipment designers and users a group of highly developed TR, ATR, and PRE-TR types which reflect intensive effort to achieve still more efficient tube-switching in microwave work.

Key ratings are given below. Complete characteristics and performance data gladly will be supplied at your request, covering any or all of the tubes listed. Announcement of still other types later, may be expected in view of General Electric's continuing program in the field.

For information, prices, and the help of specialist tube engineers who gladly will cooperate in choosing the right tubes for your microwave circuits, wire or write *General Electric Company, Electronics Department, Schenectady 5, New York.*

RATINGS

Group	Type No.	Freq. range	Max peak power	Leakage power	Recovery time, max
TR	GL-1B63-A	8490-9578 mc	250 kw	30 mw max	4 mu sec at—3 db
				Min firing power	Loaded Q, typical
ATR	GL-1B35	9000-9600 mc	250 kw	5 kw	4
	GL-1B37	8500-9000 mc	250 kw	5 kw	4
	GL-1B44	2680-2830 mc	1000 kw	20 kw	4
	GL-1B56	2783-2922 mc	1000 kw	20 kw	4
					Leakage energy
PRE-TR	GL-1B38	2700-2910 mc	1000 kw	100 kw	.0002 joules

GENERAL ELECTRIC

180-MB

FIRST AND GREATEST NAME IN ELECTRONICS

'TOWN MEETING'

Roundup Tour in Capital

ROUNDUP of *America's Town Meeting* global tour of 12 world capitals features a broadcast from Washington tomorrow evening (Oct. 18). It climaxes a two-day World Town Hall Seminar Washington Homecoming during which members of the world tour were honored at luncheons and took part in additional round-table talks. Program tomorrow, aired by WMAL Washington to the whole ABC network, will be held in the Departmental Auditorium on the topic "How Can America Contribute to a 'Free World?—A report to the People."

Participating are Chester S. Williams, World Town Hall Seminar director; Dean Althea K. Hottel, president of the American Assn. of University Women; George H. Wilson, president of the American Farm Bureau Federation, and Brooks Emeny, Foreign Policy Assn. president. George V. Denny Jr., program founder, will moderate. All of the speakers are members of the Seminar, representing 28 national organizations with a membership of 31 million.

Seminar members will hear Treasury Secretary John W. Snyder speak at a luncheon tomorrow at the Hotel Washington attended by Cabinet and Congress members, government officials and diplomats. Other events include an informal conference for the Town Hall party and Seminar members with State Secretary Dean Acheson and three seminars held in the State Dept. devoted to the Far East, the Near East and Europe. A fourth seminar Wednesday will be headed by Defense Secretary Louis A. Johnson and attended by his aids in the Defense Dept.

HAWAII hails George V. Denny Jr., moderator of *Town Meeting of the Air*, and Mrs. Denny, who were on the island for seminar debate broadcast Oct. 4 on the subject of Hawaii's immediate fitness to become the 49th state of the Union. At extreme left is George Murphy, manager of Murphy Motor Co., sponsor of *Town Meeting* in Hawaii, who met the Dennys at the airport with a fleet of Oldsmobile cars and Jack Burnett (extreme right), general manager of KULA, ABC outlet in Honolulu. The island visit was last in the round-the-world tour conducted by Mr. Denny.

Miss Kathryn Hardig
Ralph H. Jones Co.
Cincinnati, Ohio

Dear Katie:

Bin awonderin' what's all th' fuss 'round WCHS th' las' few days, an' I finely found out. Ever'one here in Charleston's Number One Station is axcorkin' on th' Kroger Contest! Never seen nothin' like th' way these fellers jumps in an' does thin's fer their accounts, nosiree! And Katie, will you be surprised whenya hears what all these permoters has dreamed up fer yuh! Some new idy pops up durned near ever day! One thin' is surtin fer sure. Folks in Charleston REALLY knowes there's a Kroger Contest agoin' on! But I reckin' this really ain't news fer folks like you who knowes what kind of a job WCHS allus does fer its clients!

Yrs.
Algy

WCHS
Charleston, W. Va.

WMOR (FM) ELECTS

Toffenetti To Head Board

METROPOLITAN Radio Corp. (WMOR (FM) Chicago) stockholders have elected Dario L. Toffenetti chairman of the board of directors. Bernard I. Miller of Bache & Co., brokerage firm, is the company's new president. Mr. Toffenetti is owner of a restaurant chain in Chicago and New York.

Mr. Toffenetti

Other officers, include four vice presidents: Program Director Jules Pewowar, David Edelson, Promotion Director Herbert Kraus and Chief Engineer David Pivan. Continuity Editor Stephen B. Wood is secretary and John Malasky treasurer. Messrs. Pewowar and Edelson were re-elected. Members of the board, elected for two-year terms, are Mr. Toffenetti, Mr. Wood, M. W. Kutchins, Marsh Ray and Attorney Morris Alexander. Messrs. Kutchins and Wood are incumbents.

Ralph J. Wood Jr., WMOR general manager and former president, is expected to take an extended leave in the near future.

TWO-WAY RADIO

Prospects Big—Sterling

IN about five years a taxi without a radio will be as unique on busy streets as a surrey betopped with fringe, Comr. George E. Sterling, of the FCC, predicted at the 33rd annual convention of the National Assn. of Taxicab Owners in Buffalo last week.

Mr. Sterling also estimated that 90% of all cars will have two-way radio systems for communication by 1954. He added that "radio means greater safety for the passenger and the driver, and is an invaluable aid in reporting accidents, fires, crimes and rescue work." Two-way radio eliminates economic waste, inasmuch as 40% of taxi mileage is "dead" (without passengers), he said.

CONTINUOUS-play magnetic tape recorder, eliminating usual continuous tape loop, in production at Amplifier Corp. of America, New York.

WBT ANSWERS

Charges Made in Strik

WBT Charlotte, N. C., acted la week to tell advertisers its side the current dispute with a grou of 10 technicians after the grou had sent large numbers of po cards to sponsors urging them stop buying WBT time.

Charles H. Crutchfield, WB vice president and general manag er, sent clients a letter explainin that only 10 of nearly 100 em ployes are involved in the dispu and noting that "a full complemen of technical employes, many them union members, all of ou union announcers and union mu sicians, and the remainder of ou staff continue to work as usua despite some picketing."

Enclosed with the letter is pamphlet giving WBT's position some detail. The station says is insisting in negotiations wit IBEW on the right to decide if a employe's services are satisfactory

Some of WBT's technicians be gan picketing last July but wer allowed to stay on their job averaging $98.50 per week wit three-week vacation with pay, un limited sick leave with pay, an other benefits. Later some of th employes asked the FCC to revok the television license of WBT video affiliate. The employes circu lated handbills titled "Is Charlott a second-class city," with adverse comments of WBTV's video ser ice [BROADCASTING, Sept. 19].

Answering the newest post car barrage, WBT says, "In spite o these facts the men in question while on our payroll, did all they could to undermine our television operation. If any employer was ever justified in discharging em ployes, we were."

Ziv Show Purchase

PURCHASE of *Meet The Menjous*, a "Mr. and Mrs." radio show, by Burger Phillips Department Store, Birmingham, for sponsorship in that city, was announced last week by Frederic W. Ziv Co., producers of the transcribed series featuring Adolph Menjou, and his wife, Veree Teasdale.

IF YOU HAVE A SPOT RADIO PROBLEM

CONTACT OUR NEAREST OFFICE

Joseph Hershey McGillvra, Inc.

RADIO AM-FM-TV REPRESENTATIVES

Executive Offices—366 Madison Avenue, New York 17, Murray Hill 2-8755

NEW YORK • CHICAGO • LOS ANGELES
SAN FRANCISCO • ATLANTA

Technical

BENJAMIN WOLFE, formerly chief engineer of WANN Annapolis, Md., and WSID Essex, Md., appointed technical director of WAAM (TV) Baltimore. He also was director of engineering for United Broadcasting Co., owner of WSID and WOOK Washington.

HARRY ESSMAN, formerly CBS Hollywood sound technician, joins network's western division engineering staff. Other additions include Ray ERLENBORN and JACK SIXSMITH to sound department.

JOSEPH SCHADL joins technical staff of WOAI-TV San Antonio, Tex., as film cameraman and projectionist following completion of 340-hour course at Television Workshop, New York. He has had more than seven years experience with photography.

JOHN NATALE, NBC Chicago field engineer, is the father of a boy, Robert William.

GEORGE K. GRAHAM, assistant technical director and director of TV training for student engineers at NBC, joins teaching staff of Hofstra College, Hempstead, N. Y.

CHARLES L. BRADY, chief engineer of KMAC and KISS (FM) San Antonio, Tex., and SHIRLEY MINOR, publicity and promotion director for stations, have announced their marriage.

RAYMOND BURTSCHER, TV projectionist at NBC Chicago, is the father of a girl, Eileen.

TWENTY page illustrated bulletin, GEA5233, describing newest General Electric telemetering equipment for electric power distribution and industrial applications, released by company. Copies may be had by writing General Electric Co., Schenectady 5, N. Y.

SEVENTH Town Meeting of Radio Technicians sponsored by Radio Mfrs. Assn. will be held in U. S. Chamber of Commerce Auditorium, Washington, Nov. 1, 2 and 3. RAYMOND C. COSGROVE, new RMA president, has invited Wayne Coy, FCC chairman, to appear with him on Nov. 1 program.

SPRAGUE ELECTRIC Co., North Adams, Mass., introduces thin multisection ceramic capacitors that are ideal space and cost-savers for bypass and coupling applications. Called Bulplate ceramic capacitors, unit combines all capacitors in one or more radio circuit stages into compact assembly.

ELECTRONICS COMPONENTS DIV., Stackpole Carbon Co., St. Marys, Pa., announces production of Stackpole Ceramag II cores, high permeability core for screen areas where there is sudden voltage drop. Cores are made of unique powdered material and give ratios of from 1 to 8 or more, compared to 1-5 for previous cores.

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles
NATIONAL REP. FORJOE & CO.

LOBBY PROBE

House Awaits Budget O. K.

SELECT Committee on Lobbying Activities last week held its first organization meeting and awaited action by the House Administration which must pass on a budget request for $40,000 before the group can launch its proposed probe [BROADCASTING, Oct. 3, 10].

Under the chairmanship of Rep. Frank Buchanan (D-Pa.), who presided over the informal session, the seven-man select group mapped plans for the comprehensive lobbying investigation. Rep. Buchanan announced that formation of objectives and policies will be made at a later meeting of the group, which will convene periodically after Congress adjourns. Schedule of hearings will be announced sometime in January after specialists working for group have determined the fields to be studied.

Congressman Buchanan reminded BROADCASTING that radio and other avenues of communications were exempt from the Lobbying Act insofar as airing or publishing views on legislation, and he didn't think radio interests would be singled out especially during the study. The probe will cover conformity with the act by lobby registrants and failure of private and public agency personnel to register. The House Administration Committee is expected to approve the $40,000 sum sought by the Select group before adjournment.

WNEW Anti-fire Jingles

NEW YORK'S Fire Commissioner Francis J. Quayle Sunday, Oct. 9, launched the third WNEW New York series of fire prevention jingles, created to educate listeners in fundamentals of fire prevention. Last year's series were used by more than 800 stations across the country, and the National Board of Fire Underwriters distributed the songs this year to an even larger list of stations in time for fire prevention week, Oct. 9-15.

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RADIO CORPORATION of AMERICA
HARRISON, N. J.

ACTIONS OF THE FCC

OCTOBER 7 to OCTOBER 14

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**

STA-special temporary authorization **CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 7 Applications . . .

ACCEPTED FOR FILING

AM—910 kc

Selma-Smithfield Bcstg. Co., Smithfield, N. C.—CP new AM station 910 kc 250 w D AMENDED to request 910 kc 1 kw D.

License for CP

WCOR Lebanon, Tenn.—License to cover CP new AM station.

WFOW Madison, Wis.—License to cover CP new FM station.

Modification of CP

WAMS-FM Wilmington, Del.—Mod. CP new FM station for extension of completion date.

TENDERED FOR FILING

Transfer of License

WICA-AM-FM Ashtabula, Ohio—Transfer of licensee corp. from Robert B. Rowley and Don C. Rowley as executors of estate of C. A. Rowley to themselves as beneficiaries.

October 10 Decisions . . .

ACTIONS ON MOTIONS

(By Commissioner Sterling)

FCC General Counsel—Granted petition for extension of time to Oct. 17 to file exceptions to initial decisions in re WILK.

WSEE Sunshines Television Corp., St. Petersburg, Fla.—Granted request for dismissal of application for extension of TV completion date.

KAVR Harvre, Mont.—Granted petition to accept late appearance in proceeding re application and KOJM.

WBEX Chillicothe, Ohio—Granted petition to accept late appearance in proceeding upon WJBK Detroit.

Rock River Valley Bcstg. Co. and Watertown Radio Inc., Watertown, Wis.—Granted petition of Rock River Valley Bcstg. Co. to dismiss without prejudice application and, on Commission's own motion removed from hearing docket application of Watertown Radio Inc.

(By Examiner Resnick)

WSPD and WKJG Fort Wayne, Ind.—Upon motion for continuance Commission continued indefinitely hearing now scheduled for Oct. 17th.

(By Examiner Hutchison)

Lamar County Bcstg. Co. Paris, Tex.—Granted motion to continue hearing now scheduled for Oct. 10th to Nov. 7th at Washington, D. C.

(By Examiner Cunningham)

Public Service Bcstg. Corp., Schenectady, N. Y.—Denied motion (1) insofar as it seeks authority to dispense with testimony of certain minority stockholders in hearing on dockets (2) granted motion insofar as it seeks alternative relief; namely, issuance of order to take depositions of such minority stockholders in Schenectady on Oct. 10; an on Commission's motion continued to Nov. 14 in Washington, D. C., hearing now scheduled for Oct. 10 in this proceeding.

(By Commissioner Sterling)

Concord Bcstg. Corp. Niagara Falls, New York and Erie Bcstg. Corp. Buffalo, New York—Ordered further hearing in proceeding be scheduled for Oct. 19th at Washington, D. C.

BY COMMISSION EN BANC

Hearing Designated

WEIM Fitchburg, Mass.—Designated for hearing application to change facilities from 1340 kc 250 w unl. to 1280 kc 1 kw unl., install DA, change trans. location, and install new trans., in consolidated proceeding with application of Glen Falls Pub. Corp., to commence on Oct. 17 in Washington, and made WKNE Keene, N. H., WOV New York, parties to proceeding.

Oral Argument Continued

Commission continued from Oct. 17 to Nov. 4, oral argument in docket to permit licensees and permittees of standard broadcast stations to make informal application for authority to use apparatus for production of programs to be transmitted to foreign radio stations where such programs are also broadcast in this country.

October 10 Applications . . .

ACCEPTED FOR FILING

License for CP

KGAN Kingman, Ariz.—License for CP new AM station.

AM—920 kc

WLCS Baton Rouge, La.—CP new AM station to change from 1400 kc 250 w unl. to 1420 kc 1 kw unl. DA-2 AMENDED to request 910 kc 1 kw unl. DA-1.

Modification of CP

KOH Reno, Nev.—Mod. CP new AM station to change from 630 kc 5 kw unl. to request 630 kc 5 kw-D 1 kw-N.

TENDERED FOR FILING

AM—1400 kc

WBAT Marion, Ind.—CP to change from 1600 kc 500 D to 1400 kc 250 unl.

SSA—1310 kc

WNAE Warren, Pa.—Request for SSA to operate from local sunset to 12 p.m. with power of 100 w on 1310 kc for period of six months.

APPLICATION DISMISSED

KNAF Fredericksburg, Tex.—Gillespie Bcstg. Co. DISMISSED Oct. 5 application for relinquishment of control of corp. through sale of 33⅓% common stock from Walter T. McKay and Arthur Stehling to O. C. Fisher.

(Continued on page 74)

SMYTHE SURVEY

Studies Educational Outlets

STATISTICAL importance of noncommercial educational stations is shown by Dallas W. Smythe, professor of economics at the U. of Illinois and member of the school's Institute of Communications Research, in a survey reported fortnight ago. Highlights of the survey include these findings:

Nearly half of the programs presented by the stations are produced locally by the station staff; total broadcasting by the stations is approximately 1% of the commercial broadcast time on the air; six times as much of their program time is given over to educational, cultural and public issues programs as commercial stations for talks, forums and panels. Also found was the devoting of eight times as much time by commercial stations to dramatic programs—2% for the non-commercial outlets and 16% by commercial stations.

Prof. Smythe's survey covered all of the members of the National Assn. of Educational Broadcasters operating AM and FM stations. AM stations, he found, are located largely in the midwest while FM stations are more widely distributed but have fewer listeners.

Reason for the disproportion in the amount of broadcast time between the commercial and noncommercial, explained Prof. Smythe, former economic head at the FCC, is due primarily to the Commission's restrictions—limiting many AM educational stations to daytime hours. Prof. Smythe based his "inventory" of radio programming by educational broadcasters on a survey of activities of the NAEB during the week May 1-7.

STANDARDS BUREAU

Adds Third Signal Nov. 1

THIRD descriptive broadcast signal will be added Nov. 1 by the Bureau of Standards station, WWV Washington, to improve its reports on propagation conditions in the ionosphere. The information is described of vital significance to the armed service and communications industry.

The bureau has sent out reports at 19 and 49 minutes past each hour, in addition to standard radio frequencies, time announcements and standard musical pitch. The letter "N" signifies normal conditions, with the letter "W" a warning that disturbed conditions are present or expected within 12 hours. Starting Nov. 1 the bureau will add a third warning, the letter "U," to be used when satisfactory reception is expected where high-power equipment is used but poor results on services less well equipped. The notices primarily refer to North Atlantic circuits.

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YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Use coupon below . . .

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FCC Actions

(Continued from page 72)

October 11 Decisions . . .

ACTIONS ON MOTIONS

By Examiner Cooper

WMAW Milwaukee—Granted petition for continuance of hearing on application for license to cover CP from Oct. 17 to Oct. 24 at Milwaukee.

WEBS Oak Park, Ill.—Granted petition for leave to amend application and to remove from hearing docket; accepted amendment.

FCC General Counsel—Granted petition for indefinite continuance of hearing on application of Chanute Bcstg. Co., Chanute, Kan.

By Examiner Johnson

WHIT New Bern, N. C.—Granted petition for continuance of hearing on application for CP and that of Colonial Bcstg. Co. Inc., New Bern, N. C.; hearing continued to Nov. 14.

BY THE SECRETARY

Scripps-Howard Radio Inc., Cincinnati—Granted license for new exp. TV relay KA-3300.

WSNJ-FM Near Bridgeton, N. J.—Granted license for new FM station Chan. 255 (98.9 mc), 9 kw, 480 ft.

WNAO-FM Raleigh, N. C.—Same—Chan. 241 (96.1 mc), 25 kw, 460 ft.

WROK-FM Rockford, Ill.—Same—Chan. 248 (97.5 mc), 16 kw, 300 ft.

WCBT-FM Roanoke Rapids, N. C.—Same—Chan. 253 (98.5 mc), 16 kw, 330 ft.

WWNI Wabash, Ind.—Same—Chan. 248 (97.5 mc), 71 kw, 290 ft.

WSAM-FM Saginaw, Michigan—Same—Chan. 251 (98.1 mc), 1.7 kw, 330 ft.

KFPW-FM Fort Smith, Ark.—Same—Chan. 235 (94.9 mc), 14 kw, 310 ft.

WLWB Dayton, Ohio—Same—Chan. 248 (97.5 mc), 18 kw, 490 ft.

WLWF Columbus, Ohio—Same—Chan. 242 (96.3 mc), 15 kw, 395 ft.

WSVS-FM Crewe, Va.—Same—Chan. 284 (104.7 mc), 14 kw, 450 ft.

KOTA-FM Rapid City, S. D.—Granted license to cover CP as reinstated for new FM station Chan. 234 (94.7 mc), 16 kw, 390 ft.

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LONG ISLAND
STORY

BUSINESS IS GOOD
IN NASSAU COUNTY!

BANK DEBITS - 8 Months
1948 . . $1,701,068,000.00
1949 . . $1,813,671,000.00

BANK DEPOSITS - 6 Months
1948 . . . $496,829,976.00
1949 . . . $535,688,316.00

NEW HOUSING UNITS -
6 Months
1948 5,361
1949 5,658

WHLI ADVERTISING VOLUME
Highest in station's history

Data Sources:
Nassau County Clearing House Association, Federal Home Loan Bank, Nassau County Planning Commission

AM WHLI FM
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS LGODOFSKY *President*

WABX Harrisburg, Pa.—Granted license for new FM station Chan. 261 (100.9 mc), 1 kw, minus 85 ft.

WNAS New Albany, Ind.—Granted license for new FM noncommercial educational station 88.1 mc, 10 w.

WCFC Beckley, W. Va.—Granted license covering changes in existing FM station Chan. 267 (101.3 mc), 35 kw, 430 ft.

WLEY Elmwood Park, Ill.—Same—Chan. 295 (107.1 mc), 950 w, 260 ft.

WCBC-FM Anderson, Ind.—Granted license for new FM station Chan. 267 (106.3 mc), 350 w, 220 ft.

WBEH New Orleans—Granted mod. CP change type trans.

WJPR Greenville, Miss.—Granted mod. CP make changes in vertical ant. system.

WOI-TV Ames, Iowa—Granted mod. CP change type trans. and make ant. changes; ERP—aur. changed from 10.4 kw to 8 kw.

WJZ-TV New York—Granted mod. CP change trans. site and decrease ERP from vis. 29.5 kw, aur. 14.8 kw to vis. 3.8 kw, aur. 1.8 kw; ant. increased to 1,255 ft.

Following were granted mod. CPs for extension of completion dates as shown: WXEL Parma, Ohio, to 12-31-49; KLAC-TV Los Angles, to 5-1-50; KSL-TV Salt Lake City, to 4-15-50; KCMO-FM Kansas City, to 11-1-49; KSL-FM Salt Lake City, to 5-15-50; WJLB-FM Detroit, to 5-1-50; WBT-FM Charlotte, N. C., to 5-4-50; WISC-FM Madison, Wis., to 5-8-50; KOMA-FM Oklahoma City, to 4-1-50; KSDS San Diego, Calif., to 6-30-50; WSFL-FM Springfield, Mass., to 4-1-50.

WJMA Orange, Va.—Granted license new standard station 1340 kc 250 w unl.

KXRO Aberdeen, Wash.—Cancelled CP install new trans.

WADC Akron, Ohio—Cancelled CP mount FM ant. on top of east tower of DA.

WBBQ Augusta, Ga.—Granted CP add top loading to presently licensed vertical ant.

WCLD Cleveland, Miss.—Granted mod. CP for approval of ant. and trans. location and to specify studio location.

KENM Portales, N. M.—Granted mod. CP for approval of ant., trans. and studio locations.

KFMB-TV San Diego, Calif.—Granted mod. CP for extension of completion date to 5-1-50.

WSFL Springfield, Mass.—Granted mod. CP for extension of completion date to 11-1-49.

KCHE El Reno, Okla.—Granted voluntary assignment of license from partnership composed of two equal partners to new corporation, KCHE Inc., which capital stock will be owned equally by two assignor partners.

WLRP New Albany, Ind.—Granted voluntary assignment of license from partnership owned equally by two partners to new corporation, Ohio Valley Bcstg. Inc., which capital stock will be owned equally by two assignor partners, except for one share which will be owned by wife of one partner.

KINE Kingsville, Tex.—Granted involuntary assignment of license to Josephine Pate Kidd executrix, estate of Jack Henry Kidd Jr., deceased.

WGES Chicago—Granted voluntary assignment of license for reorganization of partnership.

WTWN Saint Johnsbury, Vt.—Granted license new standard station 1340 kc 250 w unl.

WRMN Elgin, Ill.—Same—1410 kc 500 w D.

WGRO Bay City, Mich.—Same—1260 kc 500 w D.

WGTN Georgetown, S. C.—Same—1400 kc 250 w unl.

WBCU Union, S. C.—Same—1460 kc 1 kw unl. DA-N.

KTSA San Antonio, Tex.—Granted license increase power, etc.

KXOC Chico, Calif.—Granted license new standard station and specify studio location; 1150 kc 5 kw-D 1 kw-N unl. DA-N.

WGAA Cedartown, Ga.—Granted license install new trans.

WWWF Fayette, Ala.—Granted license new standard station and specify studio location 990 kc 1 kw D.

KIBE Palo Alto, Calif.—Granted license new standard station and specify studio location 1220 kc 250 w D.

WSKB McComb, Miss.—Granted CP change system of modulation.

WFKY Frankfort, Ky.—Granted CP change trans. location.

WCOR Lebanon, Tenn. — Granted mod. CP change type trans.

WACR Columbus, Miss. — Granted mod. CP for approval of ant. and trans. location.

KAST Astoria, Ore.—Granted mod. CP change type trans.

KLMO Longmont, Colo. — Granted mod. CP for approval of ant. and trans. location, specify studio location and change type of trans.

KALA Sitka, Alaska—Granted mod. CP for approval of ant., trans. and studio locations.

KIFW Sitka, Alaska—Granted mod. CP for approval of ant., trans. and studio locations.

WLEE Richmond, Va.—Granted mod. CP make changes in No. 1 tower and mount FM ant. thereon.

WFCB Dunkirk, N. Y.—Granted mod. CP change type trans. and specify studio location.

WPLN Erie, Pa.—Granted mod. CP for approval of ant. trans. and studio locations and change type trans.

Following were granted mod. CPs for extension of completion dates as shown: KSOX Harlingen, Tex., to 5-2-50; WPTF Raleigh, N. C., to 5-1-50; KWBB Wichita, Kans., to 4-10-50; KVLC Little Rock, Ark., to 12-13-49; WGAL-FM Lancaster, Pa., to 5-1-50; KFUO-FM Clayton, Mo., to 3-24-50 WIZZ Wilkes-Barre, Pa., to 12-29-49; WKVM Arecibo, P. R., to 12-15-49.

KWK-FM St. Louis—Granted license new FM station Chan. 256 (98.1 mc), 40 kw, 510 ft.

KCLE-FM Cleburne, Tex.—Same—Chan. 232 (94.3 mc), 330 w, 190 ft.

KDRO-FM Sedalia, Mo.—Same—Chan. 259 (99.7 mc), 15 kw, 340 ft.

WLDS-FM Jacksonville, Ill.—Same—Chan. 263 (100.5 mc), 7.3 kw, 340 ft.

KARM-FM Fresno, Calif.—Same—Chan. 270 (101.9 mc), 7.4 kw, 360 ft.

WHKY-FM Hickory, N. C.—Same—Chan. 275 (102.9 mc), 210 kw, 960 ft.

WTAL-FM Tallahassee, Fla.—Granted license reinstate new FM station Chan. 280 (103.9 mc), 710 w, 150 ft.

WEHS Cicero, Ill.—Granted license covering changes in existing FM station Chan. 250 (97.9 mc), 15.5 kw, 550 ft.

KRLD-FM Dallas, Tex.—Same—Chan. 223 (92.5 mc), 40 kw, 480 ft.

October 11 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WTIM Taylorville, Ill.—Mod. CP new AM station for extension of completion date.

Program Authority

Burns Ave. Baptist Church, Detroit—Extension of authority to transmit programs to CKLW Windsor, Ont.

License for CP

WCMW Canton, Ohio—License to cover CP new FM station.

Modification of CP

Following FM stations filed applications for mod. CP to extend completion date: KFAC-FM Los Angeles; WMBR-FM Jacksonville, Fla.; WAAF FM Chicago; WNOW-FM York, Pa.

KDNT-FM Denton, Tex. — Mod. CP new FM station change ERP to 762 w, change ant. height to 274 ft.

WTTV Bloomington, Ind.—Mod. CP new commercial TV station for extension of completion date from 10-15-49 to 6-15-50.

Modification of License

WOSH-FM Oshkosh, Wis.—Mod. license change studio site to 1235 Bowen St.

APPLICATIONS RETURNED

KAST Astoria, Ore.—RETURNED Oct. 7 application for mod. CP change power etc. for extension of completion date.

October 12 Applications . . .

ACCEPTED FOR FILING

License for CP

KELS Kelson, Wash. — License to cover CP new AM station.

NAB HANDBOOK

New Engineering Edition

NAB member stations are receiving the fourth edition of the NAB *Engineering Handbook*, in preparation for two years under supervision of Neal McNaughten, director of the NAB Engineering Dept. The project was started by Royal V. Howard, Mr. McNaughten's predecessor.

The book has been revised and greatly enlarged, containing 740 pages of basic information and technical material for engineers. It is sent free to NAB member stations, with extra copies available to members at $17.50 each. It is not available to non-member stations eligible to belong to NAB.

Six sections are included in the loose-leaf volume, a gold-embossed post binder permitting expansion from 2½ to 4 inches as additional material is made available. The book weighs just over six pounds.

Completely catalogued, the handbook is divided into six sections—FCC regulations and standards, transmitter, studio, field, general engineering, and charts, graphs and tables, covering AM, FM and TV.

New material on radiation is provided in an article, "Theory and Design of Directional Antenna Systems," by Carl E. Smith, United Broadcasting Co. It is described as the first coordinated and complete work giving a practical approach in design of directional antennas. Dixie B. McKey, consulting engineer, is author of an article on care and maintenance of directional antennas.

Latest developments in studio design and equipment are covered in detail, along with material on room acoustic design and program transmission standards.

Modification of CP

Following FM stations filed applications for mod. CP extend completion date: KMJ-FM Fresno, Calif.; WMOR Chicago; KBTR Minneapolis; WKNE-FM Keene, N. H.; WSAZ-FM Huntington, W. Va.

(Continued on page 79)

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Outstanding radio series. 39 quarter-hour transcribed programs. Each story a true occurrence. Sponsored by Funeral Homes and dignified advertisers with exceptional listener response and commendation. Endorsed by clergy and women's clubs.

LOW RATES • FREE SAMPLE

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Listener With Faith

ED GRAUERHOLZ, postmaster at the Ebson, Kan., post office, is a real follower of the baseball broadcasts of Jack Sandler, KOWH Omaha sports director—and apparently has faith in his fellow man as well. The postmaster sent Mr. Sandler a letter and a signed check to cover dinners for the sports director and his wife. Mr. Sandler, who isn't married, wrote back suggesting Mr. Grauerholz fill the check out and make it payable to the Omaha Children's Memorial Hospital. The tribute to his broadcasts and his personal honestly are adequate reward for Sportsman Sandler.

WLAP TO 630 KC

FCC Again Proposes Grant

IN ITS THIRD decision on the 45-month-old Lexington-Cincinnati 630 kc case, FCC proposed anew last week to grant the application of WLAP Lexington, which 19 months ago won a final grant that was later set aside.

As in the original proposed decision in May 1947 and the final decision of March 1948, vacated last October for further hearings, the new proposed decision anticipates denials for WLAP's rivals for 630 kc: WCPO Cincinnati and Queen City Broadcasting Inc., also of Cincinnati.

All three applications are for 630 kc with 5 kw day and 1 kw night, directionalized fulltime. WLAP, an ABC outlet, currently operates on 1450 kc with 250 w while WCPO, a Scripps-Howard station affiliated with Mutual, is on 1230 kc with 250 w. Queen City, seeking 630 kc for a new station at Cincinnati, is owned by Leonard Reinsch, managing director of the Cox stations (WSB Atlanta, WHIO Dayton, WIOD Miami), and Frank H. McIntosh, Washington consulting radio engineer, and Mrs. Reinsch and Mrs. McIntosh.

The new proposed decision was issued on a 4-1 vote, Comr. Jones favoring a grant to Queen City, which he felt had not been given "a full opportunity to present its case as part of a reopened record." He referred to the Commission's reversal of his ruling, as motions commissioner, granting Queen City's request for an amendment with respect to a new antenna site.

The majority contended that the evidence taken in the further hearing "reinforces" the original decision that a grant to WLAP "will be more in accord" with the equitable-distribution requirements of the Communications Act than would a grant of either of the others.

The decision conceded that a grant to Cincinnati "would provide for a more efficient utilization of the frequency under our Standards" and that WLAP's proposed operation "would be limited at night by interference to a somewhat greater degree than contemplated by the Standards." But the majority felt these factors are outweighed by other considerations, "particularly in view of the greater need for service in areas proposed to be served by American Broadcasting Corp. (licensee of WLAP)."

Several conditions would be imposed on the WLAP grant, under the decision. WLAP would be required to install a phase monitor in the transmitter room to make sure that radiated fields are maintained within the tolerances required; a "directional non-directional survey" would have to be made and accepted by FCC prior to issuance of a license; an approved frequency monitor would be required; and field intensity would have to be measured at each of the monitoring points every seven days after commencement of operation.

The decision was by Chairman Wayne Coy and Comrs. Paul A. Walker, George E. Sterling, and E. M. Webster. Comrs. Rosel H. Hyde and Frieda B. Hennock did not participate.

The original hearing was held in February 1946; the further hearing early this year.

BANQUET topped the second annual KLZ Denver-Denver *Post* soil conservation contest on Oct. 3 with noted national and state dignitaries in attendance. L to r are: Hugh B. Terry, vice president and general manager of KLZ; Ken Chalmers, Colorado state conservationist; Agriculture Secretary Charles F. Brannan; George Stinton, winning farmer; Gov. Lee Knous of Colorado; E. Ray Campbell, president of the Denver *Post* Printing and Publishing Co.

KVI STRIKE

Off Air Nearly 7 Hrs.

AFTER months of negotiating, Local 77, IBEW, struck three operators against KVI Tacoma Friday, Oct. 7. Station was off the air six hours and 55 minutes until a contract was approved granting a 21-cent hourly increase to $2.16, plus working conditions' changes.

T. S. McCulloch of the Industrial Conference Board represented the station. W. W. Williver of the State Mediation Board participated. Mrs. Vernice Irwin, KVI president, branded the strike illegal and wildcat because the existing contract banning walkouts required arbitration which had not even been reached. Mrs. Irwin told BROADCASTING a whole new contract was presented at 2 p.m. and the strike came at 4 p.m. before it was read.

When the strike became effective, KING Seattle General Manager Hugh Feltis arranged with MBS for KING to carry the World Series in the area. Lines were installed by 10 p.m. but the strike ended at 10:55 p.m.

WHAT TO REMODEL

Improvements for Fulltime

WILLIAM A. BANKS, president of WHAT Philadelphia, has announced that the station will undergo at once an extensive modernization program with new transmitting equipment, increased studio facilities and other improvements now that the FCC has granted the station a fulltime license. Previously WHAT has shared time with WTEL Philadelphia. WHAT now will be on 1340 kc exclusively.

The station, which also operates on FM outlet on 105.3 mc, will begin its 24-hour broadcast schedule as soon as arrangements can be made. Mr. Banks and Dolly Banks also operate WINX Washington, an independent station. WHAT was granted an extension of broadcast time and increased power on Sept. 28 by the FCC.

KLZ CONTEST

Points Up Good Farming

TRIBUTE was paid by national and state officials to KLZ Denver and the Denver *Post*, co-sponsors of the annual soil conservation contest, at a banquet Oct. 3 held at the Denver Athletic Club. Featured speakers, Agriculture Secretary Charles F. Brannan and Colorado's Governor Lee Knous, praised the efforts of KLZ and the *Post* for stimulating wide interest in soil conservation in the state.

The 15 state winners represented five Colorado soil conservation districts and each district received $500 from KLZ and the *Post* for their prize winning efforts. The contest, conducted by Lowell Watts, KLZ farm editor, and Ralph Partridge, farm editor of the *Post*, began last February. KLZ officials present at the banquet included Harry E. Huffman, president of Aladdin Radio & Television Inc., station owner; Hugh B. Terry, vice president and general manager; R. Main Morris, assistant manager; Lee Fondren, national sales manager; John Connors, promotion manager, and Mr. Watts. Leading state soil conservationists were judges. Total of 43 Colorado districts entered the contest—representing 129 farms in the state.

KGW

KGW-FM

PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Bold

There's a New Look in Northeastern Ohio

IT'S A NEW LOOK because . . .
It sparkles with greater sales results from today's more conservative ad expenditures.

IT'S A BOLD LOOK because . . .
The pattern no longer conforms to old-fashioned and outmoded traditions in time-buying.

THREE THINGS HAVE HAPPENED DURING THE PAST TWO YEARS TO PRODUCE THIS NEW BOLD LOOK IN NORTHEASTERN OHIO

1. A station 58 miles from us increased its power and therefore a station 24 miles from us lost more than half its audience in the Canton Market.
2. Another station 58 miles from us lost some of its best features and therefore lost several percentage points in its Canton Market audience ratings.
3. WHBC increased its power to 5,000 watts . . . became an affiliate of ABC . . . and therefore another station 24 miles from us lost practically all its Canton Market audience.

RESULT:
WHBC in Canton is now the station that completes your coverage picture in NORTHEASTERN OHIO because WHBC has gained audience while listening to all other stations has split seven ways.

Check Taylor Borroff About . . .
. . . Brand New Hooperatings
. . . More listeners at less cost
. . . Retail sales that still hold firm
. . . Local promotion that sells
. . . A 5-county "BRIGHT SPOT" market

ASK WHBC CANTON
about the NEW BOLD LOOK in NORTHEASTERN OHIO

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Sales manager for midwestern regional ABC station in steady conservative market. Salary and commission should total $6,000 to $12,000 per year depending upon individual. Write stating education, sales experience, references and photo. Box 847c, BROADCASTING.

Station manager—Real opportunity for aggressive, experienced man in fine Illinois market. Only station. Must have sales knowhow and ability to handle all management responsibilities for absentee ownership. Salary and bonus. Send all details first letter. Open now. Write Box 896c, BROADCASTING.

Salesmen

Experienced commercial man for network station in large, fast-growing southwestern city. Ability to sell and maintain large accounts necessary. Splendid opportunity and permanency for right man. Box 674c, BROADCASTING.

Salesman for independent in large midwestern city. Must have proven sales record on independent station. Unlimited opportunity. Box 816c, BROADCASTING.

Sales: Experienced commercial manager for 250 w network station, Iowa. Excellent opportunity for exceptional earnings, no ceiling. Send complete details, background, sales record, executive experience, references, photo, working arrangement desired. Confidential. Personal interview required. Write Box 829c, BROADCASTING.

Local salesman for first station in city of 125,000. Network affiliate, fulltime, well established. Salary and commission. Opportunity for advancement to administrative position. Owner has multiple radio interests in Great Lakes area. In answering give sales experience, references, education and photo. Box 848c, BROADCASTING.

To a young man not afraid of hard work and with some radio sales experience plus reasonable intelligence and amiable personality. An opportunity exists with an ABC station in a southwestern market in excess of 100,000. Write fully to Box 892c, BROADCASTING.

Wanted—Experienced salesman for only station in one of Illinois better markets. Kilowatt daytime, fine potential. Good proposition and permanent position. Send complete details for consideration. Position open now. Write Box 895c, BROADCASTING.

Announcers

Opening for versatile announcer 1000 watt independent near Chicago. Personal interview required. Box 802c, BROADCASTING.

Announcer, ability to handle disc shows for Slovac and/or Hungarian programs. Send background data, photo and disc if available. Box 861c, BROADCASTING.

Announcer—Experienced news and commercial man. Capable of doing some production work. Long established midwestern network station. State salary. Send disc, Box 891c, BROADCASTING.

Texas Mutual outlet wants combination newsman-announcer. Sports knowledge essential. Ideal living conditions in clean town of 15,000. Tell all in first letter. Box 898c, BROADCASTING.

WELM Elmira, N. Y. requires top-notch morning man who is already working but looking for congenial company, week ends off, 36-40 hours, $50 minimum plus some commercials. Please save our time and yours by not applying unless you've had at least one year of staff announcing.

Help Wanted (Cont'd)

Combination announcer-engineer. Strong on announcing, permanent, attractive offer. Send disc and information to WITZ, Jasper, Indiana.

Technical

Wanted by broadcast and recording studio in New York City, engineer or audio technician, experienced in construction and maintenance. Box 864c, BROADCASTING.

Immediate opening. Engineer with announcing experience or potential. Pleasant working conditions, moderate climate. Write qualifications, salary requirements. WWGS, Tifton, Georgia.

Production-Programming, others

Farm director 5 kw Mutual midwest. Must have rural and independent programming background. Send photo, disc, complete background and salary requirements first letter. Box 668c, BROADCASTING.

Wanted. Program director who is sales-minded, in a 600,000 population market. We go 5000 watts shortly. Midwest. Must be sober. Box 797c, BROADCASTING.

Radio director: Experienced male producer of educational programs wanted by eastern university. Producer over 30 years who can also announce and write shows desirable. State salary. Box 824c, BROADCASTING.

Copywriter able service accounts. Send resume, samples work. Announcing helpful. Texas station. Box 900c, BROADCASTING.

Continuity writer. Mature girl or woman with outstanding writing ability. Must take complete charge of department. Shows and spots. Preferably from the midwest. Write Box 912c, BROADCASTING.

Situations Wanted

Managerial

Head of radio advertising agency thoroughly experienced in all types station operation desires station ready to capitalize on his experience to cut down expenses and increase radio audience and sales. Proven sales and program plan. Box 705c, BROADCASTING.

Manager — Now employed, desires change from present position. Ten years experience. Will exchange references. Preference for Ohio, Indiana, Illinois markets. Available immediately. Box 899c, BROADCASTING.

Wanted—Manager or commercial manager position. Presently employed as manager of branch station. Commercial manager experience, no arm chair type. Interested in southwest and midwest. Full details in reply. Box 903c, BROADCASTING.

Manager, 13 years experience 250 w, 50 kw. As announcer, program director, salesman, manager, part owner, put station in black in competitive 12 station market. Can get along with people, sober, married, sound business judgement, interested in station planning or in television. Want personal interview only. Box 906c, BROADCASTING.

Good station manager who knows sales, continuity and programming is open for position starting Nov. fifth. Excellent record and best references. Write, wire N. L. Royster, Station WBUY, Lexington, N. C.

Situations Wanted (Cont'd)

Salesmen

Young, experienced salesman with proven record wants to change markets. Prefer Louisiana, Florida or Texas. Box 850c, BROADCASTING.

University graduate, sales success, experienced, will accept fair offer. East. Box 922c, BROADCASTING.

Announcers

Announcer. College grad, 22, available immediately, anywhere. Disc, photo and references on request. Box 682c, BROADCASTING.

Play-by-play announcer, experienced in all phases of college and high school sports and staff work. Desires station with full sports schedule. All offers considered. Box 785c, BROADCASTING.

Eight years, sports, discs, events, news, college graduate, married, employed. Box 789c, BROADCASTING.

Versatile announcer-singer; own piano accompaniment. Anywhere. Disc, details. Box 790c, BROADCASTING.

Announcer, 25, three years, want to assist news editor. Have done rewrite and broadcast news. Box 800c, BROADCASTING.

Eight years commercial, disc, news. Eighty-five guarantee after ninety days. TV experience. Married. Employed. Box 815c, BROADCASTING.

Experienced, competent news-editor, 'caster. Versatile announcer. Baseball play-by-play, some football. Excellent references. Married. All offers answered. Box 834c, BROADCASTING.

Announcer: Age 30, single, 3 years experience all phases. Accent on news. Information on request. Box 838c, BROADCASTING.

Two and a half years of this business makes or breaks an announcer and I'm not in debt yet. I've built two very saleable disc sessions at two eastern indies and I offer you a high rated, friendly jockey show plus experience in all kinds of staff announcing. In return I'd like minimized staff duties, prestige and a little "education," besides security and "just money." If I had more time between "fee" shows, I'd write to you personally. So if you're a progressive eastern station, let's hear from you. I'm a courteous fellow and I'll answer all your questions promptly. Box 845c, BROADCASTING.

Announcer—Good voice and musical background. Handle news, commercials and good disc show. Vet, single, 23, good appearance. Middle-south-west desired. Nine months experience. Box 855c, BROADCASTING.

A moment's hesitation will reward your meditation. Just scan this ad and you'll be glad to find a man that's not half bad. Two years announcing experience, pleasant voice. Can write good copy, single, 25. Box 859c, BROADCASTING.

Disc jockey, AM or PM. Married. Experienced staff man. Operate controls. Box 860c, BROADCASTING.

Play-by-play sports announcer with 3 years big town experience. Available immediately. Box 865c, BROADCASTING.

Announcer-writer, two years experience. All phases. College graduate. Will travel. Box 866c, BROADCASTING.

Newswriter-competent reporter, experienced broadcaster. Ex-staffer, correspondent, loves local metropolitan beat. Special events, sales, sports tie-in possible with progressive station providing permanent position. Box 867c, BROADCASTING.

Recent graduate in radio journalism, 25, single. Desire announcing job. Disc, photo, available. Box 890c, BROADCASTING.

Ambitious, dependable, but inexperienced announcer, 25, single, wishes chance to prove ability. School of Radio Technique graduate. Capable of handling commercials, news, disc shows, etc. Also write continuity. Photo and disc available. Box 902c, BROADCASTING.

Situations Wanted (Cont'd)

Announcer-engineer, first class phone. Thoroughly trained radio school graduate, 26, married, sober. Some experience. Disc, photo available. All locations considered. Box 904c, BROADCASTING.

Staff announcer with first class ticket. Reliable, sober, excellent references. Box 908c, BROADCASTING.

Seasoned radio veteran of 16 years. One year television. MC, announcer, skilled TV button pusher. Present employer will furnish references. Offers? Box 910c, BROADCASTING.

Chief announcer seeks staff job with regional or 50 kw station, independent preferred. Thoroughly proficient all phases. Will give unstintingly of my time and effort. Can follow instructions. Disc and photo sent promptly upon request. Box 919c, BROADCASTING.

Hold it—I'm young, single, college educated and have had 18 months experience doing top DJ shows and newscasts. Operate console, write continuity and ambition abounds. Prefer NE but consider all. Salary secondary to opportunity. Disc will tell. Box 920c, BROADCASTING.

5 years experience. All phases AM & FM operation. Agency and free lance background. Chief announcer two stations. Resume on request. Box 925c, BROADCASTING.

Basketball play-by-play free lance announcer available for and experienced in AM and TV. Regional network or individual station acceptable. Man with many years of experience in topflight basketball announcing would like connection for this season. Will travel anywhere. Box 927c, BROADCASTING.

Looking for good combination man. Three years experience, sports, news, disc and audience shows, write copy. First ticket. Box 928c, BROADCASTING.

Announcer-program director. 25, married, 3 years heavy experience. Strong news, special events, programming, production, concert music. Can offer imagination and knowhow. Prefer locate east or northeast. Minimum $80 week. Audition tape, resume, photograph available. Austin, 28-54 46 St. Long Island City, N. Y.

Announcer-newscaster, experienced all phases, events and sports; have terrific mail pull disc jockey show. Go anywhere. Earl Bingham, 5030 Hall Road, Santa Rosa, Calif.

Veteran graduate of leading broadcast school wants on-the-job training. Newscaster, disc jockey, commercial man. Some copywriting. Disc, information at Box 2234, Kansas City, Mo.

Thoroughly experienced all phases operation from 50 kw to 250 w. Available one week notice. Disc and details from Rex Cromwell, 6918 Tokalon Dr. Dallas, Texas.

Experienced announcer - newscaster - jockey. Available immediately. References. Desire west or northwest vicinity. Bob Douglas, 745 East Foothill Blvd., Altadena, Calif.

Sports and news are specialties; also thoroughly experienced disc, commercials and console operation. Full details play-by-play audition. Available to established stations and new ones on air by January first. Paul Klose, 1519 South Second, Louisville, Ky.

Don't look here if you don't want an A-1 sportscaster, experienced in all events with a new style of play-by-play. Don't look any further for a man capable of handling sports department, available October 30th. Don't wonder, get the facts from Bob Meyers, 286 McLeod St., Livermore, Calif.

Announcers, good early morning men. Top commercial men available. Trained in all-round announcing, writing and production. Pathfinder School of Radio, 1222-A Oak St., Kansas City, Mo. HA-0473.

Experienced announcer, console, will travel. Disc photo, resume, references available. Warren Uttal, 425 Argyle Road, Brooklyn, N. Y.

Three years experience independents. Reliable staffer, featured on news, DJ. Handle board, all phases production. Single, 22, B. A. Disc, top references. Norman Wain, 1009 Foster Ave., Brooklyn, NY. GEdney 4-4494.

Situations Wanted (Cont'd)

Technical

Engineer, 1st phone. Graduate AM-FM-TV leading technical school, excellent references, have car, will work anywhere. Box 742c, BROADCASTING.

Engineer first phone, **graduate leading** school. AM-FM-TV, car, willing to travel. Box 743c, BROADCASTING.

Chief engineer, 2 years college. 5 years experience in installation, maintenance and operation of AM and FM studio and transmitter equipment. Want permanent position with progressive station. Sober, excellent references. Box 780c, BROADCASTING.

Engineer, 21 months experience transmitter and remotes. Graduate RCA Institutes. Prefer within 750 mile radius NYC. Box 833c, BROADCASTING.

Construction engineer will build your 250, 1000 or 5000 watt station on contract or employment basis. Wide experience, references. All letters answered. Box 845c, BROADCASTING.

Engineer, 1st phone. Have had training in announcing and control board. Midwest location preferred. Box 853c, BROADCASTING.

Experienced engineer, announcer, chief engineer or what have you. AM, FM, directional, construction, maintenance, news, sports, play-by-play. Young, sober, hardworker. Best references. South or southwest. Consider small town if permanent. Two weeks notice. Box 857c, BROADCASTING.

Engineer, age 23, single with car. Transmitter and studio engineer for 250 w and 1 kw stations. Construction experience in 1 kw directional. Enrolled in CREI Broadcast and TV courses. Box 869c, BROADCASTING.

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Engineer, 50 kw, NYC experience, remotes all sports, studio shows, disc and tape recording. Seeking TV future. Available two weeks. Box 897c, BROADCASTING.

Engineer—Licensed. Some experience maintenance, remotes, console operation and occasional spot announcements. Box 901c, BROADCASTING.

Engineer, six months experience console, remotes, recording and transmitter, 22, single, car, available immediately. Would like to get start as combo man. Box 911c, BROADCASTING.

Engineer first class phone, graduate leading technical school, AM-FM-TV. Free to travel. Box 915c, BROADCASTING.

Engineer—First phone, graduate leading technical school, AM-FM-TV. Will work anywhere. Have car. Box 916c, BROADCASTING.

Engineer: Experienced 5 kw directional antenna. Desires position in northeast. Box 917c, BROADCASTING.

Looking for location closer to New York. Conscientious. Vet with first class phone license who knows his radio. FM and TV. Presently employed as engineer. Box 924c, BROADCASTING.

Chief, kilowatt, desires change to progressive station in same capacity. Experienced AM-FM. Married. Box 929c, BROADCASTING.

Engineer experienced in AM and FM. First phone, 22, single, M. Blackwell, 1306 Greene, Augusta, Ga.

First class radio-telephone operator, inexperienced, will go anywhere. J. Erganian, 111 Somerset St., Providence, R. I.

Engineer, first class, 2 years experience AM, FM, amateur, single, sober with car, desires transmitter operating. Will travel, prefer warm climate. Raymond Hill, 4230 Old Suffolk Blvd., Portsmouth, Va.

Young, single man willing to work. Straight engineering or combination. Any location. Disc on request. Graduate of E.R.T.I. Omaha. Sam Potter, Bureau, Illinois.

Situations Wanted (Cont'd)

Plus, plus, plus. Engineer, first class license. 22 years experience. 17 years WDRC 5 kw directional with 7 as transmitter supervisor. Last 21 months chief KSIL 250 watts. Plus program, writing, control room, recording experience. Plus top references. Desire permanent position southwest or Florida. Available now for personal interview. Jim Keefer, KSIL, Silver City, New Mexico.

First class operator with four years experience desires 5 kw or 1 kw transmitter position with future. Available at once. Jeff Rice, Jr., 708 West Central, Bentonville, Ark. Tel. 74.

Production-Programming, others

Available immediately for Washington, D. C. area—trained college graduate, experienced in traffic and copy. Excellent voice. Box 795B, BROADCASTING.

Top newscaster. Age 30. 3 years experience. Particulars on request. Box 565c, BROADCASTING.

Newsman to report, write, broadcast. 250 experience. Journalism degree. Box 581c, BROADCASTING.

Young woman, nine years experience general routine all departments. 250 network station. Capable handling office, sales, accounts, correspondence, bookkeeping, payroll, traffic, script. Box 771c, BROADCASTING.

Attention: Stations in Rockies and west. Competent program director with following qualifications; experience selling, copywriting, announcing, programming, sound knowledge station operation, ability to build programs with listener and sponsor-appeal, increase sales, prestige. Hooper of station, versatile, network quality voice. Employed but wish advancement and permanent location west. Best references, disc, details on request. Box 808c, BROADCASTING.

Top radio personality, eleven years, all phases especially programming and play-by-play. Travel anywhere south, outstanding MC. Box 852c, BROADCASTING.

Young woman, presently employed as women's program director desires opportunity for advancement. Four years experience all phases educational commercial radio. Box 854c, BROADCASTING.

Program director—Taking my time looking. I've had 1½ years, 250-5 kw. Production, copy, announcing, professional school, college. Know Mutual in my sleep. Answer all inquiries. Box 862c, BROADCASTING.

Radio writer. Energetic young man, 25 with three network credits, would like position on writing or production staff of radio or television station or advertising agency. Box 905c, BROADCASTING.

Available program director-announcer for small Texas station. Minimum salary $70.00. Box 909c, BROADCASTING.

Bookkeeper, traffic-manager, efficient, thoroughly familiar with all AM operations. Reply Box 913c, BROADCASTING.

Experienced radio man wishes program-production job in progressive station. Background includes all phases radio. Married. Age 28. Interested in job with future. References. Box 914c, BROADCASTING.

Winner of two Ohio State awards. Writer, director, announcer of hour-long children's dramatic program. Three years in N. Y. radio. One year at CBS-TV as actor and announcer. B.A. English. Vet seeking position with good future. Prefer N. Y. area. Box 920c, BROADCASTING.

Young lady fully experienced in traffic, continuity and air work. Box 926c, BROADCASTING.

Experienced continuity director-announcer with 5,000 watt network affiliate wants position combining continuity—traffic work plus a shot at a daily record show. Box 868c, BROADCASTING.

Situations Wanted (Cont'd)

Twenty months as program director small northern California independent. Present position fine but desire staff job in more metropolitan area, central or southern California. Thoroughly experienced news, play-by-play sports, disc shows. Newscasting tops. Voice, appearance, excellent. Telegenic. 27, single. Best references. Available for in-person interview after November 1. Write Art Leavitt, 756 N. Findlay Ave., Montebello, Calif.

Television

Managerial

Television research, agency and research company executive, young, looking for broader horizons, will relocate. Box 893c, BROADCASTING.

Technical

Television engineer—First class phone, age 26, experienced in radio broadcasting. Graduate RCA advanced technology course. Box 918c, BROADCASTING.

Production-Programming, others

4 years in television writing, producing and directing. Background includes stage and films. Desire to make change. Available about November 1st. Would prefer new station desiring services of a thoroughly qualified and experienced TV production man. I am not a TV school graduate looking for an in. Address Box 820c, BROADCASTING.

Young man, graduate leading New York television school. Trained all phases of television. Single, travel anywhere. Minimum salary. Desires position in television or radio with television future. Box 849c, BROADCASTING.

For Sale

Equipment

FM station equipment for sale. One GE 3 kw transmitter with console, audio rack complete with monitors. Just like new. Save $5000. Write Box 542c, BROADCASTING.

2 Presto 6N recorders and 1 90-A amplifier. Excellent condition. First reasonable offer accepted. Box 851c, BROADCASTING.

For sale. New V. U. meters. Two Western Electric 8218 type B scale, and one Weston 862 type 30B type B scale—$35.00 each. One Hewlett-Packard 400 AR voltmeter, used, excellent condition, $100. Box 863c, BROADCASTING.

One 170 ft. Wincharger 101 tower in good condition. WHSC, Hartsville, South Carolina.

Guyed, insulated tower of 5" tubular steel, 120 feet, is yours free if you remove from third-floor roof location and provide adequate insurance to cover removal. WJOB, Hammond, Indiana. Phone Sheffield 8400.

Western Electric 109AA reproducer group complete with spare 9A head. 160 watt remote transmitter with crystals for 2058, 2150, 2790. Make offer. WLTC, Gastonia, N. C.

Two 6N Presto recorders with spiralling feeds. Two, 4A floor cabinets. Two, cases. Two, 1C heads. One, 85A Presto recording amplifier. One 40A Presto preamplifier. Two, 160A Presto automatic equalizers. Two, 112 lines in-out screws. Two, 96 linesout-in screws. Perfect working condition. All for $750.00. F.O.B. Detroit. Two, 551-A Fairchild recording heads newly packed $75.00 each. United Sound Systems, 5840 Second Blvd., Detroit.

Wanted to Buy

Stations

Prospective radio station purchaser is interested in low power AM station in east or southeast. Box 856c, BROADCASTING.

Would buy at right price, part ownership in Georgia station. It need not be making money. Box 858c, BROADCASTING.

Will buy local or regional station if priced right. Details in confidence to Broadcaster, Box 907c, BROADCASTING.

TRANSIT RADIO

Is WKJF-FM Representative

TRANSIT RADIO Inc., Cincinnati, has been appointed national sales representative for WKJF-FM Pittsburgh, which has begun Transit FM operations on six suburban Pittsburgh coach lines. Arrangements were handled by Charles E. Dewey Jr., manager of WKJF-FM, and Arnold C. Nygren of Transit Radio.

Pittsburgh installation, 16th market to be represented by TR, was officially welcomed last month by WKJF-FM, with Mayor David L. Lawrence congratulating the station and busline operators. Bus radio installation on the six suburban coach lines is near completion. Transit Radio established national sales offices early this year, and currently is conducting negotiations with other markets. It plans to make about 30 markets available to national advertisers by September 1950.

Situations Wanted

Announcers

ABILITY AVAILABLE
SAVE MONEY . . .
USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

ANNOUNCERS DISC JOCKIES
COMMERCIAL WRITERS ACTORS
PRODUCERS SCRIPT WRITERS

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

WRITE OR WIRE COLLECT
COLUMBIA INSTITUTE
9th & CHESTNUT STREETS
PHILADELPHIA 7, PA.

Production-Programming, others

PRODUCER-DIRECTOR

with New York net key station desires position with station or agency. 8 years experience radio and theatre. Will travel. Resume on request.

BOX 921c, BROADCASTING

For Sale

Equipment

Expansion program calls for immediate sale present Federal 3 kw FM transmitter, model 192-A with modulator 109-A; also complete set spare parts and tubes. Now set up for 102.5 Mg, but will operate any FM frequency. Perfect condition. Contact Charles L. Jeffers, WOAI, San Antonio, Texas.

(Continued on next page)

WHK HOUSING

Plans Million-Dollar Unit

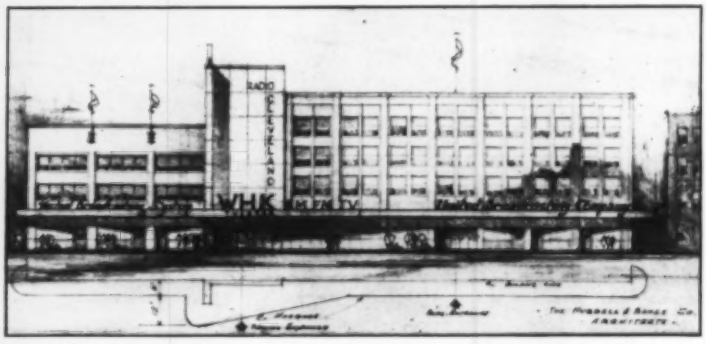
CONSTRUCTION has started on a million-dollar radio-TV center in Cleveland to house AM, FM and TV facilities, studios and offices of WHK and the United Broadcasting Co., according to H. K. Carpenter, executive vice president of the company. United Broadcasting also operates WHKK Akron and WHKC Columbus.

Plans for the remodeling and new construction have been completed with the purchase of the Metropolitan Theatre Bldg. at 5020 Euclid Ave., Mr. Carpenter said, adding that the grand opening would be about June 1950.

The center for WHK radio and TV operations will be known as "Radio Cleveland." It will include the theatre, the 4900 Euclid building and two large garages in the rear. The property, extending 225 ft. along Euclid Ave. and 240 ft. deep to Prospect Ave. S. E., will have a connecting building in the rear.

Upon its completion, "Radio Cleveland" will include seven broadcast studios, two television studios, and the theatre which will be used by all three stations. Twenty-one dressing rooms on the first, second and third floors of the theatre will be used by television performers. The theatre, built in 1912 by the Metropolitan Opera Co., has a capacity of over 1,000 in its main floor and balcony. Acoustics are said to be excellent for both radio and TV.

Broadcast studios, designed by Edward J. Content, New York acoustical engineer, will feature a "room within a room" setup wherein studios will be built on a spring suspension principle without any mechanical connection between studio walls and the building's outside walls. This method of construction is designed to obtain maximum sound and vibration isolation and better acoustics. Marquee will extend the length of the combined buildings' front. A large restaurant will be housed on the street floor and a huge parking lot will be available in the rear of the center.



Architect's view of WHK's million-dollar "Radio Cleveland."

Plough Earnings

PLOUGH INC., Memphis, Tenn., reports net earnings for the first nine months of 1949, of $449,500, or $1 per share, on sales of $11,598,296, against $398,750, or 89 cents per share on sales of $10,618,890 in the same period of 1948. Both sales and earnings for the first nine months of 1949 were the largest for any similar period in the past 10 years. Plough Inc., is parent owner of WMPS Memphis, ABC outlet.

TUCKER ELECTED

By N. J. AP Radio Group

EDWIN TUCKER of WKDN Camden, N. J., was elected president of the New Jersey Associated Press Radio Assn. at its annual meeting Oct. 7 at New Brunswick.

He succeeds Thomas Tighe of WJLK Asbury Park.

Roland Trenchard of WAAT Newark was elected vice president of the group, and Sam. G. Blackman, AP chief of bureau for New York and New Jersey, was re-elected secretary.

Attending the meeting were Mr. Trenchard, WAAT; Walter L. Reid, WCAP Asbury Park; Mr. Tighe and Frank L. Wilgus, WJLK; Ralph Mahoney, WCTC New Brunswick; Mr. Tucker and Arnold Snyderman, WKDN Camden; Kenneth Croy and Merrill Morris, WMTR Morristown.

FOREIGN POLICY

Labor, MBS To Air Series

SERIES of three broadcasts by members of Congress who have recently visited Europe and the Far East on committee investigations is planned by Labor's League for Political Education, in cooperation with MBS. Broadcasts will be heard Oct. 23, 30 and Nov. 6, 10:30-11 p.m.

The series is designed to show the working of American foreign policy, with comparison of foreign and U. S. social programs. The idea developed from recorded reports sent back by legislators while investigating conditions abroad.

CARL MARK

Elected N. J. Assn. Hea

CARL MARK, WTTM Trenton, N. J., was inducted into office Oct. 8 as new president of the New Jersey Broadcasters Assn., succeeding James L. Howe, WCTC New Brunswick. Other officers elected at the weekend meeting were Ranulf Compton, WKDN Camden, vice president, and Thomas B. Tighe, WJLK Asbury Park, secretary-treasurer. Sessions were held at the Rutgers U. campus, New Brunswick.

Arthur C. Stringer, NAB staff director, took part in a news clinic at which he made a plea for more and better newsroom personnel. Mr. Howe called for showing of hands on stations having one to four fulltime men in the newsroom, with half the stations responding. He said this showing was a big improvement over that of last year.

On News Panel

On the news panel were Donald Meaney, WNJR Newark, and Arnold Sniderman, WKDN Camden. A program clinic included Joe McCulley, WSNJ Bridgeton; Steven Van Gluck, WNJR Newark; Edwin W. Tucker, WKDN Camden. Participants in a research clinic were Harry D. Goodwin, WNJR Newark, Dr. Sydney Roslow, Pulse Inc., and Seymour Smith, Advertest. Taking part in the sales clinic were Gene Milner, WCAP Asbury Park; Fred Bernstein, WTTM Trenton; Robert Bell, WCTC New Brunswick.

Friday night banquet speaker was Sydney M. Kaye, BMI vice president and general counsel. The banquet, held at the Roger Smith Hotel, was preceded by a cocktail party with New Brunswick stations, WCTC and WDHN (FM), as hosts. Dr. Mason W. Gross, Rutgers U. provost, addressed the Saturday luncheon. Delegates were guests of the university at the Rutgers-Lehigh football game.

The New Jersey Press Assn. offered to aid the radio group in its effort to have the Legislature extend the newspaper privilege law to radio and television newsmen.

For Sale (Cont'd)

Equipment

1-D 1000 watt RCA transmitter in good working order. Very reasonable. Write or call

Walter Koessler,
WROK, Rockford, Ill.

Help Wanted

Salesman

Salesman. Top opportunity with WBT-WBTV, Charlotte, N. C. for your salesman with experience in Carolinas - Virginia area. Salary and commission. Write or phone Keith Byerly, General Sales Manager, WBT, Wilder Bldg., Charlotte. Phone 3-8833.

COMPLETE FM PACKAGE

For the broadcaster planning to add FM and enlarging his radiating system at the same time, this complete package will interest you. A Stainless 280' type G, 30-pound tower, completely insulated, with A3 lights, and will support all heavier FM antenna on the top; plus an excellent used G.E. BT-1A transmitter, 250 watt, with tubes; and a G.E. BM-1A FM frequency-modulation monitor. Will quote unusually attractive price for all materials listed above purchased in a package but will also sell separately at substantial reduction below current new selling prices. Phone Mr. Grimwood at our Quincy office or Mr. McReynolds at our Washington office. Gates Radio Company, Quincy, Illinois (Tel. 522); Washington, D. C. (Tel. ME 0522).

New England
$125,000.00

An exclusive market station reaching more than one million people. Business is steadily increasing and the many plus features in this situation are very valuable.

Midwest
$100,000.00

Located in one of the best midwest medium sized markets. A well established profitable station that is an excellent investment. Favorable financing can be arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO OCTOBER 13

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,051	2,011	192		354	258
FM Stations	742	463	350	*10	51	30
TV Stations	82	20	93		350	182

* 5 on air

CALL ASSIGNMENTS: KALA Sitka, Alaska (Baranof Enterprises Inc., 1400 kc, 250 w unlimited); KCLX Colfax, Wash. (Interstate Radio Inc., 1450 kc, 250 w unlimited); KLIC Monroe, La., changed from KUTI (Frank P. Cerniglia, 1230 kc, 250 w unlimited); KPHO-TV Phoenix, Ariz., changed from KTLX (Phoenix Television Inc.); KTSA-FM San Antonio, Tex., changed from KYFM (Express Pub. Co.); WELR Roanoke, Ala. (Roanoke Bcstg. Co., 930 kc, 250 w-D, 100 w-N); WGRA Cairo, Ga. (Grady-Mitchell Bcstg. Co., 1300 kc, 1 kw daytime); WGRY Gary, Ind. (Steel City Bcstg. Co., 1080 kc, 1 kw daytime); WPRC Lincoln, Ill. (Prairie Radio Corp., 1370 kc, 500 w daytime); WJBF Augusta, Ga. changed from WTNT (J. B. Fuqua); WRHC Jacksonville, Fla. (Radio South, 1400 kc, 250 w unlimited); WTNT Tallahassee, Fla., changed from WRHP (Tallahassee Appliance Corp. effective Nov. 1); WZOB Fort Payne, Ala. changed from WHAG (Fort Payne On The Air).

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Docket Actions . . .

PROPOSED DECISIONS

Announced proposed decision to grant application of WLAP Lexington, Ky., switch from 1450 kc 250 w unl. to 630 kc 1 kw-N 5 kw-D DA-DN unl.; cond. Proposed decision would deny applications of Queen City Bcstg. Inc. for new station using same facilities at Cincinnati and of WCPO Cincinnati to switch from 1230 kc 250 w unl. to 630 kc assignment. Decision Oct. 10.

INITIAL DECISIONS

Initial decision issued by Examiner James D. Cunningham to deny as in default application of Video Bcstg. Co. for extension of time within which to complete construction of KTVU (TV) Portland, Ore. Decision Oct. 12.

Non-Docket Actions . . .

AM GRANT

St. Cloud, Minn.—Granite City Bcstg. Co., granted new AM station on 1240 kc with 250 w fulltime. Principals: Francis J. Butler, newscaster-announcer at WCCO Minneapolis, president 19%; Robert P. Sutton, WCCO producer, secretary 19%; Max H. Lavine, business manager Superior, Wis., Evening Telegram and 24.5% owner WJMC Rice Lake, Wis., president 57%, Lee Koll, president St. Cloud weekly "Sentinel," vice president 5%. Application had been in hearing and received proposed grant, but competing bidder, St. Cloud Bcstg. Co., has withdrawn. Granted Oct. 10.

FM GRANT

Elgin, Ill.—Board of Education, Union School District #46, granted new noncommercial educational FM station on Channel 201 (88.1 mc) with 10 w power; estimated cost $6,900. Granted Oct. 10.

TRANSFER GRANTS

WKAQ San Juan, P. R.—Granted assignment of license from Radio Corp. of Porto Rico to Angel Ramos. Transfer subject to condition that Mr. Ramos first divest himself of WEMB San Juan. Consideration: $325,000. Assignor is selling station because it does not feel there is sufficient business in area to provide adequate return on investment. Mr. Ramos is sole owner of El Mundo, daily San Juan newspaper. Granted Oct. 10.

KSIW Woodward, Okla.—Granted transfer of control of Woodward Bcstg. Co., licensee, from Dave D. Price, owner of 1,250 shares, Joe W. McBride, 500 shares, and Paul Russel Stone, 350 shares, for $17,120 to James L. Todd and Edward A. Ryan who become equal owners. Mr. Todd is KSIW manager and Mr. Ryan is manager of Woodward Chamber of Commerce. KSIW is assigned 250 w on 1450 kc. Granted Oct. 10.

Deletions . . .

One AM and five FM authorizations were deleted by FCC last week. AM dropouts since first of year now total 34, FM 160; TV deletions remain 10. Deletions, effective dates and reasons follow:

WDAV Lewiston, Me.—Davis Bcstg. System Inc., CP Oct. 10. Failure to prosecute. Original grant was to Auburn, but CP was modified to move to Lewiston.

WREA(FM) Anderson, Ind.—Service Bcstg. Inc., CP Oct. 13. Failure to prosecute.

WROX-FM Clarksdale, Miss.—Birney Imes Jr., CP Oct. 5. Failure to prosecute.

WNOE-FM New Orleans—James A. Noe, CP Oct. 7. Failure to prosecute.

KOIL-FM Omaha — Central States Bcstg. Co., CP Oct. 7. Changed conditions make it undesirable to proceed.

WADC-FM Akron, Ohio—Allen T. Simmons, CP Oct. 5. Reason not given.

New Applications . . .

AM APPLICATIONS

Baton Rouge, La.—KJAN Bcstg. Co., 910 kc, 1 kw daytime; estimated cost $34,000. Co-partnership consists of James A. Noe Sr., owner WNOE New Orleans and KNOE Monroe, La.; James A. Noe Jr., student at Louisiana State U.; Rep. Henry D. Larcade Jr. (D-La.); and T. P. Heard, athletic director of Louisiana State U. and oil royalties dealer. KJAN originally was granted in 1947 to The KJAN Bcstg. Co. but was never completed and was deleted by FCC Aug. 31. Filed Oct. 11.

Honolulu, Hawaii—Royal V. Howard, 850 kc, 250 w fulltime; estimated cost $9,750. Applicant is consulting engineer, formerly director of NAB Engineering Dept. Filed Oct. 13.

Montevallo, Ala. — Shelby County Bcstg. Co., 730 kc, 250 w daytime; estimated cost $12,100. Sole owner is H. G. West, engineer for Louisville and Nashville Railroad. Filed Oct. 10.

Seaside, Ore.—Seaside Bcstg. Co., 1240 kc, 250 w fulltime. Co-partnership consists of C. H. Fisher, 50% owner KUGN Eugene, Ore., and owner Tower Sales and Erecting Co., and Harvey S. Benson, attorney. Filed Oct. 4.

Richland, Wash.—Cascade Bcstg. Co. Inc., 960 kc, 1 kw fulltime, directional night; estimated cost $39,769. Sole owner is A. W. Talbot, operator KIMA Yakima, Wash. Filed Oct. 4.

St. Marys, Pa.—Elk County Bcstg. Co., 1400 kc, 250 w fulltime; estimated cost $11,740. Co-partnership consists of Kenneth E. Rennekamp, 97% owner WKRZ Oil City, Pa., and Cary H. Simpson, program director WMRN Marion, Ohio. Filed Oct. 11.

TRANSFER REQUESTS

KEVT Kerrville, Tex. — Assignment of license from Walter T. McKay and Arthur Stehling d/b as Kerr County Bcstg. Co. for $100,000 to Kerrville Bcstg. Co., equally owned by Hal Peterson, owner of San Antonio photo studios and supply firms, president; C. V. Peterson, associated with Hal Peterson in ownership of inter-city bus line; W. C. Fawcett, in furniture, wool and mohair businesses, secretary-treasurer; and W. Scott Schreiner, hotel and lumber interests, vice president. KEVT assigned 250 w on 1230 kc. Filed Oct. 10.

WCMD Cambridge, Md.—Assignment of license from James H. Littlepage and Thomas P. Littlepage Jr., Washington radio attorneys, d/b as Cambridge Co. for $30,000 to The Shore Bcstg. Co., wholly-owned subsidiary of Peninsula Bcstg. Co., operator WBOC-AM-FM Salisbury, Md. WCMD assigned 100 w on 1240 kc. Filed Oct. 6.

WDAD Indiana, Pa.—Transfer of control of Indiana Broadcast Inc., licensee, from Paul J. and Alice L. Short, sole owners, for $45,000 to Thompson K. Cassell, WDAD manager and 26% owner WCHA Chambersburg, Pa., and 24% owner WLEA Hornell, N. Y. WDAD assigned 250 w on 1450 kc. Filed Oct. 12.

KSTV Stephenville, Tex. — Assignment of license from Doyle E. Cullup for $13,000 to Stephenville Bcstg. Co., whose ownership was not identified. KSTV assigned 250 w daytime on 1510 kc. Filed Oct. 13.

KVLC-AM-FM Little Rock, Ark.—Acquisition of control of Southwestern Bcstg. Co., licensee, from A. Bensky and Z. Bensky jointly owning 51%, for $65,000 to Southern National Insurance Co., headed by Robert M. Saxon, 94.15% owner. KVLC assigned 1 kw day on 1050 kc. Filed Oct. 11.

WCON-AM-FM-TV Atlanta, Ga.—Transfer of negative control of The Constitution Pub. Co., licensee. Clark Howell, president and 53.62% owner, transfers part of his holding to other members of family so that he now is 42.82%. Family jointly owns 56.69% interest. WCON assigned 5 kw on 550 kc. Filed Oct. 4.

WKSR Pulaski, Tenn.—Assignment of license from Robert W. Rounsaville and George M. Clark d/b as Pulaski Bcstg. Co. to new partnership of same name, composed of John R. Crowder, farm and real estate interests, 70%; James Porter Clark, field representative for Confidential Reports Inc., Atlanta, 20%; and W. E. Williams, manager WPLI Jackson, Tenn., 10%. Consideration $30,000. Mr. Rounsaville owns WQXI Atlanta and has filed bid to purchase WEAT Lake Worth, Fla. WKSR assigned 250 w daytime on 730 kc. Filed Oct. 4.

KELL Waxahachie, Tex.—Assignment of permit from Ellis County Bcstg. Co. to new co-partnership of same name composed of William S. Conley, radio and electrical engineering student, and C. C. Elkins, 25% owner KELT Electra, Tex. Sellers include C. C. Woodson, Enterprise Pub. Co., Waxahachie, and United Pub. Co., Ennis, Tex., each 25% interest, and group of five others. Consideration $1,900. KELL assigned 500 w daytime on 1390 kc. Filed Oct.

FCC Actions

(Continued from page 74)

October 13 Applications . . .

ACCEPTED FOR FILING

AM—1400 kc

WBAT Marion, Ind.—CP to change from 1600 kc 500 w D to 1400 kc 250 w unl.

SSA—1310 kc

WNAE Warren, Pa.—Request for SSA to operate from local sunset to 12 p.m. EST. with 100 w on 1310 kc for period not to exceed 6 months.

Modification of CP

WPAT Paterson, N. J.—Mod. CP new AM station to change hours of operation, increase tower etc. for extension of completion date.

Mod. CP new FM station for extension of completion date: WJIZ Hammond, Ind.; KOIN-FM Portland, Ore.

WTCN-TV Minneapolis, Minn.—Mod. CP new commercial TV station for extension of completion date to 4-30-50.

TENDERED FOR FILING

AM—1390 kc

WMIN St. Paul, Minn.—CP to change from 1400 kc 250 w unl. to 1390 kc 1 kw D.

SQUARED MAP

Innovation May Aid Engineers

A SQUARED global map of unusual, if not revolutionary, concept has been developed by William K. Hale of Washington, D. C. It is believed the "Hale Gamo P.A. projection," as this map is called, may be of value to radio engineers in plotting bearings of stations and in determining distance between locations.

According to available information, Mr. Hale claims the world chart would permit distances and directions between any two points on the earth's surface to be accurately scaled in terms of millimeters, read directly from a metric scale (ruler) laid over the map. The great-circle track between any two places also may be plotted on the chart.

This chart is considered revolutionary because all text books on projections agree that it is impossible to obtain all these properties in any one, flat map. Mr. Hale, however, has demonstrated, on at least 25 occasions, that reasonably accurate results can be obtained from his present drawing. He has demonstrated the projection to a number of cartographers in the Coast and Geodetic Survey. Experts at the Survey reportedly believe that while Mr. Hale is trying an "impossibility," he has produced correct answers in so many instances they are unwilling to call his chart "unsatisfactory."

Surles To WOR Sales

LARRY SURLES Jr. former account executive with WATV (TV) Newark, has joined the WOR New York sales department in a similar capacity, R. C. Maddux, station's vice president in charge of sales, announced last week. Previously Mr. Surles was with John Blair & Co., New York, station representative, and ABC, in sales capacities.

THE *Fred A. Palmer* CO.

Columbus, Ohio

Radio Consultants

on

Management and Operation

(20 years experience)

NEXT RADIO SALES TRAINING SCHOOL TO BE HELD OCTOBER 26, 27 and 28 AT THE RALEIGH HOTEL, WASHINGTON, D. C.

Wire or write for reservation

Post Office—Box 108, Worthington, Ohio

Telephone—Worthington 2-7346

Spot Radio

(Continued from page 23)

in 1946 is 39,281,230 this year, an increase of 21% over the 1943 total.

Tabulating the total radio families for each county credited with 10% or more in 1946 by BMB for the F&P stations and "laboriously" applying the 1943 and 1949 radio families to these same counties (with due allowance for major facilities revisions at eight stations) showed that these stations reached, in the daytime, a total of 19,637,300 radio families in 1943, a total of 22,411,320 radio families in 1946 and a total of 27,546,980 radio families in 1949.

Looking at this in another light, the report lists the following cost-per-thousand comparisons:

	1943	1946	1949
Total Radio Families	$ .0182	$ .0194	$ .0178
With Rating of 5	.365	.388	.356
With Rating of 4	.46	.48	.44
With Rating of 3	.61	.65	.59
With Rating of 2	.91	.97	.89
With Rating of 1	1.82	1.94	1.78

There also has been a vast increase in the number of stations since 1943, so the F&P researchers set about finding what effect these hundreds of new stations have had on the audience shares of the major stations, particularly network affiliates, in which the national advertiser has been primarily interested. "It is our finding," the report states, "that while there have been variations, of course, in the percentage shares of audience acceptance between affiliates of the four networks, the combined radio family total of the four not only has held its own, but during the past six years has increased in a majority of instances."

Gains or Losses

The following tables show audience gains or losses for the four network affiliates in eight markets, with raw radio family figures converted into index numbers, 1943 being 100.

	1943	1946	1949
Morning			
New York	100	109.5	127.9
St. Louis	100	146.4	159.9
Minneapolis-St. Paul	100	123.6	170.9
Buffalo	100	151.7	159.3
Seattle	100	165.1	145.2
Louisville	100	107.0	102.7
Des Moines	100	100.4	144.0
Beaumont	100	243.1	231.7
Unweighted average		143.4	155.2
Afternoon			
New York	100	102.9	128.9
St. Louis	100	128.8	136.3
Minneapolis-St. Paul	100	120.4	150.1
Buffalo	100	138.7	149.9
Seattle	100	133.3	170.5
Louisville	100	117.8	107.1
Des Moines	100	93.4	137.4
Beaumont	100	218.9	215.6
Unweighted average		131.8	149.5

"So," the report states, "whereas the price for time has gone up since 1943, radio family growth has more than offset this increase. And certainly in these typical markets radio family listening has more than offset it too."

Turning next to television, which since 1943 has invaded six of the eight markets listed above as well as many other cities, the report notes that in July 1949 there were 2,010,000 TV homes throughout the nation. This figure is less than half the 5,283,230 new radio homes added in the three years preceding 1949 but is still large enough to have some effect on the radio audience, particularly in the evening.

In New York where TV is strongest, the four radio network stations had strengthened their daytime position (up 27.9% over 1943 in the morning, up 28.9% in the afternoon) "in the face of some daytime TV programming which attracted an approximate 10% share of the random radio-television audience in the afternoon." In the evening, index figures for the four New York network affiliates (combined) are:

1943	1946	1949
100	102.5	93.9

Taking two other TV cities, St. Louis and Buffalo, where daytime audiences to the radio network stations have been well above 1943 levels, the report cites the following evening index figures for the radio network outlets:

	1943	1946	1949
St. Louis	100	113.5	107.7
Buffalo	100	124.8	124.4

As a final point F&P answers the question: "Has spot radio juggled its discount structure to discriminate against the largest buyer?" by noting that of the stations this firm represents, since 1943, 10 require more annual broadcasts to earn maximum frequencies, 14 require the same number and nine require fewer. "That's about as close to a tie as you can come with an odd number of stations," the report comments. "We believe it reflects the national picture of all major stations."

Gives More for Money

Summing up its findings, the report states: "We've concluded that radio, spot radio in particular, gives the advertiser today more for his money than it did three and six years ago. This has been the primary purpose of the study."

The final pages of the book are devoted to a comparison of spot radio and "another potent medium, network radio."

C. L. (Chet) THOMAS (fourth from left), general manager of KXOK-AM-FM St. Louis, receives the gavel from James B. Wilson, vice president of D'Arcy Advertising Co. and retiring president of St. Louis Advertising Club, at a luncheon during which Mr. Thomas was installed as new club president. Group of officers includes (l to r): Hubert Echele, president of Warwick Typographers, treasurer; Leslie E. Pritchard, advertising censor and research director of the St. Louis Post-Dispatch, secretary; Arthur J. Casey, Gardner Advertising Co. radio director, second vice president; Mr. Thomas; Mr. Wilson; Don O. Pyke, sales promotion director of Graham Paper Co., first vice president, and Richard C. Lynch, service director Oakleigh R. French & Assoc., third vice president. Mr. Thomas is 37th president of the organization, which was founded in 1901 by seven St. Louis advertising men.

U. S. Spectrum Hog?

(Continued from page 23)

their own communications services domestically and overseas, he continued.

"We want to find out two things," he explained. "First, we want to learn whether operation of these communications systems by government agencies is an economic and practical thing. . . . The second aspect of the problem is use of radio frequencies. Everybody knows the radio spectrum is limited, there are only just so many usable frequencies."

WU Losing

Sen. McFarland said Western Union Telegraph is "suffering severe financial losses"—and asserted:

"Unfortunately, because of the strategic national defense importance of communications, we cannot shrug this off as a natural consequence of the competitive enterprise system; we can't let a major communications enterprise go down the drain. Similarly, our American companies engaged in overseas communications are far from healthy; some are also suffering substantial losses. All over the world, they are competing with Government-owned systems; today we are almost alone in maintaining privately owned competitive communications. Even Canada is now taking the final steps to nationalize its communications.

The subcommittee intends to ascertain the costs of operating government systems and if it develops that government can carry on its own communications, Congress will have to give "new and serious consideration" to the welfare of the private companies, "and who is going to serve the communications needs of the business and the commerce of this country," Sen. McFarland declared.

Inquiries were sent to Defense Secretary Louis Johnson, Secretary of State Dean Acheson, General Services Administrator Jess Larson and Captain John S. Cross, chairman of IRAC, which handles government requests for recommendation to the President.

Cities Service

(Continued from page 27)

bottle label proclaims the via contents as "Band of America I strument Oil."

Tonight the *Band of Ameri* will make its television debut the first of a four-week series experimental simulcasts, for whi 16 NBC-TV affiliates will car the program along with the NBC-AM stations. A number innovations have been planned, make the program as pleasing the eye as it is to the ear.

Raised platforms will put ea member of the band into clear vie Whenever a number features a ce tain soloist or section of the ban he or they will come to the fro so that the viewers can more rea ily follow their performance. The will be frequent close-up shots intricate fingering by soloists f the benefit of bandsmen viewe throughout the video service are Girl baton twirlers will be feature along with some of the rare instr ments played by the various ban members.

"With this first move into tel vision," Mr. Aylesworth state "Cities Service will provide th viewing public not merely wi good entertainment such as th offered by the Milton Berle and E Sullivan shows, but a real publ service in perpetuating for the ey as well as the ear that basic Amer can institution—the brass band."

If those responsible for the de cision to switch the Cities Servic radio program from the Frida night spot to NBC's big night o music, which began September 26 were doubtful about the effect o their regular listeners, that uncer tainty no longer exists, accordin to Tom De Bow, advertising man ager of Cities Service.

Since the switch Mr. De Bow says the company has received numerous endorsements of the move from listeners by telephone, telegram and letter. From all in dications Mr. De Bow believes the change to Monday night means a bigger audience, a steadier increase in the Cities Service listener fam ily.

"Cities Service has been in ra dio," Mr. De Bow says, "for more than 20 years, so that obviously we are convinced that it has paid off for us and we believe that with the new time it will show even greater results. Right now we are looking forward to the effect of the combined telecast and broadcast of the *Band of America* program which begins on an experimental 4-weeks basis starting Monday, October 17th."

Wilson Joins Petry

CONTINUOUS expansion of its television sales force, Edward Petry & Co. Inc., station representative, last week announced that Robert S. Wilson has joined its New York office. Mr. Wilson formerly was with the MBS Central Div., in charge of co-op program sales and as an account executive in network sales.

Capitol Hill

(Continued from page 28)

In the radio industry early this session in a few bills aimed at networks, stations and manufacturers. Among them was a bill (HR 2410), reintroduced from the previous Congress by Rep. Harry R. Sheppard (D-Calif.), to prohibit station ownership by either networks or manufacturers of electronics equipment.

In its present form the bill is so stringent as to militate against passage in the next session, some observers feel. Network and station properties upwards of $150 million would be dumped onto the market for sale, if the bill became law. The House Commerce group took no action.

FM was injected into the Congressional picture early this session when Rep. William Lemke (R-N.D.) carried over from the 80th Congress proposals to allocate a section of the 50 mc band to the aural system, and render FCC decisions appealable to the courts where they involve alleged technical or scientific errors. No action was taken on the bills (HR 65 and HR 856) dealing with FM which Acting Chairman George Sadowski of the communications subcommittee felt should rest largely with FCC as an allocations matter.

Charges Obstruction to FM

FM had a vociferous supporter, however, in Rep. Francis Walter (D-Pa.), co-author of the Administrative Procedures Act and caustic critic of the Commission. He charged that FM has been "obstructed, stepped on, blocked or ignored from the start" and suggested the Justice Dept. investigate, and laid the blame largely on FCC which he alleged had violated provisions of the Procedures Act.

Congressman Walter, second-ranking member of the House Judiciary Committee, promised an investigation of FCC which he later abandoned when the full Judiciary committee named a subcommittee to study monopoly power in the U. S. Group held hearings and plans eventually to call in the radio industry—probably through NAB—to testify in the next session. Sessions will last indefinitely.

A member of the subcommittee, Rep. Walter has indicated he still plans to scrutinize FCC's FM policy, clear channel cases, multiple ownership and other aspects which logically might fall within the anti-trust category.

Chairman Crosser of the House Interstate Commerce Committee last March named an 11-man subcommittee to study matters pertaining also to FCC, FTC and SEC. A host of bills were assigned to the full committee but never progressed to the action stage due to Administration pressure for other more pressing and general legislation.

Liquor advertising curbs, often proposed but never legislated, touched off an incendiary bomb among legislators, as well as prohibitionist groups, when Schenley Distillers announced its intention to use radio and television. The firm has since temporarily abandoned its plan, but the Senate Commerce Committee will hold hearings in January for the third time in recent years.

There were the traditional bills—by Rep. Joseph Bryson (D-S.C.), Sen. William Langer (R-N.D.), Rep. Fred L. Crawford (R-Mich.). The first two would prohibit radio stations and other media from accepting liquor ads, while Congressman Crawford's would extend only to distillers subject to Tax Unit jurisdiction, and would specify radio and television solely. The bill (HR 6111) would amend the Federal Alcohol Administration Act.

Johnson's Fight

Sen. Johnson carried the fight to the Alcohol Tax Unit and FCC, urging upon the former the use of "moral suasion" and the latter "the public interest" precept come license renewal time. Both replied they had no jurisdiction under the present laws.

Sen. Tobey, fireball crusader of the anti-monopoly school, plumped for legislation aimed at trusts desiring to buy radio or television properties; stalked FCC on its television progress; and chastised the Commission for not holding a hearing on the 10-year Arde Bulova license renewal case.

Lobby Probe Desired

Sentiment to go into lobbying also was apparent *(see separate story)* with a House Select Committee receiving the go-ahead sign to probe activities of public and private agencies. Also scored were former government officials who turn up as "lobbyists" for private firms. Among those named: Former FCC Chairmen Paul A. Porter and Charles R. Denny.

The House Un-American Activities Committee also figured prominently during the first session when it suddenly barred television and news cameras from future public hearings, though radio reporters were allowed to take notes. Broadcasters — networks, commentators and House Radio Correspondents alike—stormed the committee with protests. The situation is pretty much status quo now—tape-recorders and cameras could be permitted by special authorization from Chairman John Wood—an exception that proves the rule.

The whole question of defamation and slander flared into prominence on Capitol Hill last April. Rep. John Rankin (D-Miss.), with moral support from Reps. Clare Hoffman (R-Mich.) and Hale Boggs (D-La.), leveled fire at ABC commentator Drew Pearson for remarks pertaining to the late James Forrestal, and urged Congress to make radio commentators liable to suit in the district court nearest the victim's residence. Rep. Rankin introduced legislation (HR 4206) to assist them in recovering damages.

The volatile Mississippian asked that liability be extended to sponsors and all stations airing the commentatries "for the protection of broadcasters themselves." He chided the FCC for being "too slow" to act. No action was taken by the House Commerce Committee.

Atty. Gen. J. Howard McGrath, former U. S. Senator (D-R. I.), also showed displeasure . . . for certain radio stations. Feeling they had levied excessive rates for political broadcasts, the former Democratic National Committee chairman subsequently authored legislation to prohibit stations from imposing more than standard or "reasonable" charges. His bill (S 2254), referred to the Senate Commerce, provides penalties ranging from suspension of station licenses for 30 days to possible revocation. Individual broadcasters and NAB alike protested the prinicple of Congress setting rates discriminatory to the radio industry. Most authorities feel the bill would curb only exceptions to the rule, and see little chance of passage next session.

Summary of Proposals

Before Congress this year also were proposals to:

- Make it a criminal offense to use radio stations and other media to incite contempt for the U. S. Government with a view to overthrowing it by force or violence (carries over).
- Exempt American-made tape recordings of news and special events transcribed abroad from present 20% (of production) import duty, thus aiding foreign language stations (carries over).
- Exclude musical instruments from the excise tax on phonographs, phonograph records and radio receiving sets, and another measure to repeal manufacturers' taxes on those items (carries over).
- Authorize Congress to authorize daylight saving time as standard time for all zones for any given year (carries over).
- Transfer "on paper" the title for government-owned shortwave broadcast facilities from RFC to State Dept. This affects stations operated by private broadcasters, and concerns reimbursement for rentals (passed).
- Provide a new radio laboratory for the National Bureau of Standards at a cost of $4,475,000 (pending).
- Set aside a national Amateur Radio Week to stimulate interest in "ham" operations in the U. S. through Presidential proclamation (passed).
- Exempt children employed as actors or performers in radio and television from the new minimum wage bill (passed).
- Provide legislative status for the Joint Senate and House Recording Facility, heretofore existent only through Congressional appropriations, thus following through on hearings during which project was characterized as under "loose fiscal control" (carries over).
- Require that broadcast political statements concerning candidates for political office contain information relating to cost and sponsorship (carries over).
- Appropriate supplemental funds for the Census Bureau for the 17th decennial housing census, to include a sampling measure of television and radio sets (passed).
- Repeal the Taft-Hartley Act to bring back the closed shop and authorize indiscriminate use of secondary boycotts against employers including stations, sponsors, etc. (carries over).
- Increase the salaries of agency heads, such as Commissioners of FCC, FTC, SEC and others (passed—see separate story this issue).
- Give FCC specific authority to acquire land and construct monitoring stations, buildings and facilities (passed).

PEARSON FIRM

Promotes Two, Adds Space

THE John E. Pearson Co., New York station representative, has appointed two executives and is enlarging its quarters and adding new personnel, John E. Pearson, president, announced last week.

Russel Walker Jr., who has been with the firm for the past year and a half, has been named manager of the New York office. Mr. Walker was on the sales staff of WMGM and WQXR, both New York, prior to joining the Pearson Co.

Kaye Kane, who has been with the radio representative organization for the past six years, has been named junior account executive and assistant to the president.

The company has acquired larger quarters on the 11th floor of 250 Park Ave., New York, as part of its expansion plans.

In addition, new personnel will be added to its present staff.

GIVING the "come-on" for the second annual Los Angeles advertising ball to be held Oct. 22 at Ambassador Hotel, are (l to r) Beatrice Kentz, assistant media director, BBDO, and president of Los Angeles Advertising Women Inc., co-sponsor of the ball; Richard (Dick) Russell of Beverly Hills Citizen and president of Los Angeles Advertising Club, other co-sponsor of the event; Mary Buchanan of Union Pacific railroad public relations staff, co-chairman, and David Fenwick, vice president and treasurer of Abbott Kimball Co., co-chairman.

ZIV's PRIVETTE

Named Southeastern Head

FREDERIC W. ZIV Co., producer of transcribed programs, last week announced the appointment of Tom Privette as Southeastern Div. sales manager. Mr. Privette, who has been with the Ziv Co. since 1944, working out of the Atlanta, Ga., offices, will continue to make his headquarters in that city.

Mr. Privette

The Ziv Co.'s plans call for an expansion of the Southeastern Div. with additional personnel to be added to those offices between now and the first of the year.

At Deadline...

BROCKWAY SEES BRIGHT FUTURE FOR VIDEO

TV—"newest and possibly most effective advertising tool devised"—may, in time, supplant radio, Louis Brockway, executive vice president, Young & Rubicam, said Friday afternoon at AAAA Central Council meeting in Chicago (early story 31).

Advising agency men "How To Use TV Today," Mr. Brockway described TV timebuyers' job as "difficult" because of "uneven coverage patterns and complicated rate-discount structures." Answering questions asked most often by clients, he admitted facilities situation is "hazy" but sees "surer ground" regarding audience size and possibilities of growth. Public goes for TV in a big way, and audiences will spring up moment station starts operating, he said.

He foresees year from now, TV facilities in all major markets, if station construction is not unduly delayed.

INTER-AMERICAN BOARD OPENS WEEKEND SESSION

BOARD of Inter-American Assn. of Broadcasters began semi-annual meeting in New York Friday. Principal items on agenda at meeting, scheduled to last through weekend, were selection of time and place of 1950 general assembly of association and consideration of report by Balerio Sicco, of Uruguay, board member who recently concluded three-month tour of 14 Latin American nations to improve broadcaster support of association.

Present at meetings were Goar Mestre, owner of CMQ Havana and president of association; Emilio Azcarraga, of Mexico City; Sr. Sicco; Gilmore Nunn, WLAP, Lexington, Ky., for NAB; Forney A. Rankin, NAB; Jose Luis Fernandez of Mexico City; Ramon Bonachea, of Havana; Fernando Eleta, Panama, and Ramon Quinones, Puerto Rico. Machado de Assiz of Brazil, another board member, unable to attend.

KPLT TRANSFER APPROVED

KPLT Paris, Tex., granted transfer of control for $278,000 from group headed by Houston Harte to Boyd Kelley, manager KTRN Wichita Falls, 45%; Julian L. Hill, manager KTSW Emporia, Kan., 10%, and Louis O. Seibert, part owner KELP El Paso, Tex., 45%. Consent also granted KFRE and KRFM (FM) Fresno, Calif., acquisition of control by J. E. Rodman, original licensee. Now 45% owner, Mr. Rodman buys total 11% holdings of three others for $60,000.

NBC Buys KMPC

(Continued from page 4)

trustees [BROADCASTING, April 25, Aug. 1].

Trusteeship plan was worked out after FCC called hearing based on complaint, filed by Radio News Club of Hollywood charging Mr. Richards ordered KMPC staff members to slant news against members of late President Roosevelt's family and certain minority groups. This hearing was postponed indefinitely but question was revived when FCC called hearing, not yet held, on trusteeship proposal and license renewal applications.

Mr. Richards owns 64.8% of KMPC and 71.64% of WGAR, and with wife owns 62.39% of WJR.

DRYS ATTACK WHAS ASK FCC DENY RENEWAL

TEMPERANCE LEAGUE of America asked FCC Friday to refuse to renew license of WHAS Louisville on grounds station carries beer advertising and refuses to sell time to League for temperance messages, though 93 of 120 Kentucky counties have voted to ban sale of all alcoholic beverages.

League cited FCC's announced position that advertising of alcoholic beverages on stations in areas having dry laws is against public interest and may assume status as "controversial issue." League's complaint was in letter signed by Edward B. Dunford, attorney. One of its national officers is Rev. Sam Morris, who tried unsuccessfully few years ago to have KRLD Dallas denied license on similar grounds.

TEXAS TV APPLICATIONS

NEW TV stations sought for Lubbock and Amarillo, Tex., by Lubbock Television Co., seeking Channel 6 (82-88 mc), and Amarillo Television Co., seeking Channel 5 (76-82 mc), according to bids tendered at FCC Friday. Both ask 1.95 kw visual, 0.97 kw aural and specify initial cost $112,000. Dr. Glenn Terry (33⅓%), Dr. Watt W. Winn (25%), Dr. Warren E. Massey (25%) and Dave C. Edwards (16⅔%), owner Hillcrest Mausoleum, all Dallas, are owners of both firms.

SET MAKERS RESPONSIBLE

RESPONSIBILITY for protecting TV and other sets against interference caused by direct intermediate-frequency pickup from properly operating diathermy and similar devices was placed by FCC Friday upon set manufacturers and set owners. Commission had made this proposal last July, said it received no objections, and made it effective Dec. 1. Responsibility formerly was on diathermy operators.

MISS HAYES NOT TO RETURN

HELEN HAYES Friday notified N. W. Ayer & Son, New York, she will not return to CBS series this season. *Corliss Archer*, summer replacement for Sunday, 9-9:30 p.m. show, extended after death of Miss Hayes' daughter, will continue in Electric Companies-sponsored spot.

'VOICE' FUNDS APPROVED

LEGISLATION providing $10,475,000 for new Voice of America anti-jamming facilities signed by President Truman Friday.

BMI TOPS ASCAP

FOR first time in its brief nine-year existence BMI has topped ASCAP in total listings as shown by current poll. BMI found ahead in best-selling and juke box rhythm and blues records, most-played juke box country and western records, best-selling retail folk records and most-played juke box records. It also rated high in best-selling popular retail records and those most played by disc jockey, and tied with ASCAP on the honor roll of hits. BMI's position rising rapidly, according to Carl Haverlin, BMI president.

Closed Circuit

(Continued from page 4)

retains his 25% interest in WDZ Tuscola.

BEST guess on Washington color TV f is that FCC will be disposed to ask for m work on color, possibly authorizing field t of color equipment before reaching final cision.

VLADIMIR ZWORYKIN, RCA invent genius who brought forth those twins of T iconoscope and kinescope (Ike and Mike) directing laboratory development of RC "compatible" color TV. It's predicted he come up with single-tube all-electronic c within six months.

MONTGOMERY WARD plans for rene big-scale radio activity reaching decision st with BAB's Maurice Mitchell hopeful of vorable announcement inside month.

REALIGNMENT process at NAB may even farther. Board's structure commi will meet at end of week to take stock follow ax-swinging and streamlining moves. Cha in 17-district setup also to be considered.

NESTLE'S CHOCOLATE, through Ceci Presbrey, New York, looking for spot av abilities in New York, Chicago, Philadel and Boston.

SET makers, alarmed over Revenue Bure slapping of excise tax on models with F tuners, even more worried lest Congress l on entire TV chassis when tax law is re amined next year.

DORLAND INC., New York, looking availabilities for possible spot announcem campaign for Pepto-Magnam.

DAN B. MINER Co., Los Angeles agency terstate Bakeries), negotiating through H Saunders, vice president in charge of ra and television, and Fred Levings, director *Cisco Kid* AM program, for television f rights. Discussions going on with Frede W. Ziv Co. and Phil Krasne, film man, production of 26 half-hours.

THAT COLOR TV hearing to be convened San Francisco Nov. 28-30 for demonstrati of Color Television Inc.'s system will be befo entourage probably to include all seven me bers of FCC and at least half dozen membe of its engineering and legal staffs. Oth hearing participants, of course, can be on han since demonstration is simply regarded as fi phase of Washington proceedings.

CBS PLANNING one-time half hour film ve sion of *Philip Marlow* series. Result will b weighed against kinescope as to cost an quality. Apex Pictures, producer of *Lo Ranger* series, under consideration for te

CARLOS A. FRANCO, former manager radio buying for Young & Rubicam, New Yor in conversations with Kudner Advertisin Agency, New York, for radio business manag position.

BEFORE FCC hearings on color TV phase ar concluded, hitherto unscheduled appearance Brig. Gen. David Sarnoff, RCA board chair man, may develop. Gen. Sarnoff, who person ally directed RCA's compatible color TV dem onstration, and who has figured in ever aspect of radio-electronics development sinc origin of the art, if called upon will expound his views as to where TV is headed an when. He's hardly missed a prediction in th last generation.

That's coverage

In this area, WLW reached *four fifths* of all the 3,644,800 radio homes between 6 a.m. and midnight.* *That's coverage!*

Of these homes, WLW in four weeks . . .

reaches 65.8% between 6 AM and 6 PM
reaches 74.5% between 6 PM and Midnight
reaches 80.7% between 6 AM and Midnight

THAT'S COVERAGE!

For further information, contact any of these WLW Sales Offices . . .

140 West 9th St., Cincinnati 2, Ohio
360 N. Michigan, Chicago 1, Ill.
630 Fifth Avenue, New York 20, N. Y.
6381 Hollywood Blvd., Hollywood 28, Calif.

*Nielsen Radio Index February-March, 1949

when you want coverage you want

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